

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1983

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.0	14.6	13.1	15.7		14.3	13.0	13.4	12.2	14.6	13.8	11.4	13.1
NO. OF PROGRAMS†	8	9	28	5	IFR	6	27	29	26	37	63	23	86

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)		Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
	Once-a-Week	Multi-weekly		Daytime Drama									
HOUSEHOLDS % AVG. AUD.	7.8	10.2	4.4	6.9	5.0	3.9	4.9	6.8	6.0	4.6	9.5	5.4	7.9
NO. OF PROGRAMS†	3	3	6	13	10	6	14	12	26	36	6	6	12

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 11, 1983

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NFL MONDAY NIGHT FOOTBALL#	21.9	18,350	10	CHEERS#	17.1	14,330
2	WE GOT IT MADE#	19.4	16,260	11	NBC MONDAY NIGHT MOVIES#	16.5	13,830
3	CBS TUESDAY NIGHT MOVIES#	19.1	16,010	12	THREE'S COMPANY	16.4	13,740
4	TUE MOVIE OF THE WEEK-NBC(S)	18.7	15,670	13	MATT HOUSTON#	16.1	13,490
5	SIMON & SIMON	18.5	15,500	14	MISS TEEN USA(S)	15.9	13,320
6	A TEAM#	18.0	15,080	15	KNIGHT RIDER	15.7	13,160
7	LOVE BOAT#	17.7	14,830	15	LOTTERY#	15.7	13,160
8	MAGNUM, P.I.	17.5	14,670	17	PRIVATE BENJAMIN#	15.5	12,990
9	HILL STREET BLUES#	17.3	14,500	17	THU MOVIE OF THE WEEK-NBC(S)	15.5	12,990

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME																T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME																T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		KEY		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		KEY		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)	
EVENING CONT'D																																																							
FAMILY TIES																																																							
WED. 9.30P 30 NBC CS 2 193 181 94 97 A 13.4 23 1123 B 13.4 23 1123 LOVE, SIDNEY 16 171 90 A 12.1 21 1014 B 12.2 22 1022																																																							
FANTASY ISLAND																																																							
2 SAT. 10.00P 60 ABC A 33 207 99 A 14.9 27 1249 MAGNUM, P.I. 44 197 181 99 96 A 17.5 31 1467																																																							
FRI MOVIE OF THE WEEK-NBC(S)																																																							
1 FRI. 8.00P 120 NBC FF 179 90 A 8.7 17 729 MAMA'S FAMILY 3 154 88 A 13.2 23 1106 B 13.3 24 1115																																																							
FR MOVIE OF THE WEEK-NBC(S)																																																							
2 FRI. 8.00P 180 NBC FF 166 86 A 5.8 11 486 M*A*S*H 12 154 195 89 99 A 14.2 22 1190 B 16.1 26 1349																																																							
GIMME A BREAK																																																							
2 THU. 8.00P 30 NBC CS 3 157 89 A 10.6 20 888 B 11.6 23 972 MATT HOUSTON 1 203 99 A 16.1 30 1349 B 16.1 30 1349																																																							
GLORIA(B)																																																							
2 WED. 8.30P 30 CBS CS 130 80 A 6.7 12 561 MISS TEEN USA(S) 194 99 A 15.9 26 1332																																																							
GOODNIGHT, BEANTOWN																																																							
1 SUN. 9.30P 30 CBS CS 2 146 197 86 99 A 12.7 23 1064 B 12.7 23 1064 MURDER INK(S) 174 94 A 12.9 23 1081																																																							
2 SUN. 10.02P 30																																																							
HAPPY DAYS																																																							
1 TUE. 8.00P 30 ABC CS 2 205 166 98 89 A 11.5 20 964 B 11.5 20 964 NBC MAJOR LGE. BSBL-TUE(S) 201 99 A 10.4 18 872																																																							
2 TUE. 8.30P 30																																																							
HART TO HART																																																							
36 207 199 99 99 A 14.1 24 1182 NBC MONDAY NIGHT MOVIES 31 177 96 A 16.5 27 1383 B 16.1 26 1349																																																							
NBC NEWS DIGEST-M-F 228 163 146 84 78 A 10.0 17 838																																																							

TUE.	10.00P	60	ABC	PD				B	18.3	31	1534	1 M-W	8.58P	1	NBC	N				B	11.9	19	997
HEAVYWEIGHT CHAMP. BOXING(S)					200	98	A	11.5	21	964	1 THU.	9.02P	1										
2 SAT.	9.00P	120	NBC	SE							1 FRI.	9.04P	1										
HILL STREET BLUES					207	99	A	17.3	31	1450	2 MON.	9.37P	1										
2 THU.	10.00P	60	NBC	OP			B	17.8	30	1492	2 W & TH	8.58P	1										
IT TAKES TWO					206	99	A	10.5	17	880	2 FRI.	9.09P	1										
1 THU.	9.30P	30	ABC	CS	4		B	11.1	19	930	NBC NEWS DIGEST-2-M-F		104	170	169	87	90	A	12.0	20	1006		
JEFFERSONS					144	196	A	15.0	26	1257	1 TUE.	9.48P	1	NBC	N				B	12.2	19	1022	
1 SUN.	9.00P	30	CBS	CS	42		B	18.7	29	1567	1 FRI.	9.58P	1										
2 SUN.	9.32P	30									2 THU.	9.58P	1										
JOANIE LOVES CHACHI					202	97	A	11.1	19	930	NBC NEWS DIGEST-SAT		46	168	145	86	80	A	9.1	18	763		
1 TUE.	8.30P	30	ABC	CS	12		B	11.1	20	930	SAT.	8.58P	1	NBC	N				B	11.3	20	947	
JOHNNY BLUE(S)					145	85	A	8.9	17	746	NBC NEWS DIGEST-2-SAT.		23		182		97	A	10.7	19	897		
1 SUN.	10.00P	60	CBS	GD							2 SAT.	9.57P	1	NBC	N				B	8.7	15	729	
KNIGHT RIDER					187	194	A	15.7	29	1316	NBC NEWS DIGEST-SUN		46	169	171	88	87	A	12.4	22	1039		
SUN.	8.00P	60	NBC	A	2		B	15.7	29	1316	SUN.	8.58P	1	NBC	N				B	12.7	20	1064	
KNOTS LANDING					197	185	A	12.4	22	1039	NBC NEWS DIGEST-2-SUN.		19	151		80		A	11.6	22	972		
THU.	10.00P	60	CBS	GD	10		B	11.2	21	939	1 SUN.	9.53P	1	NBC	N				B	15.1	23	1265	
LITTLE HOUSE BEGINNING-SP(S)					190	94	A	11.4	18	955	NBC NIGHTLY NEWS-SAT.		38	165	153	88	86	A	8.6	21	721		
2 MON.	8.25P	120	NBC	GD							SAT.	6.30P	30	NBC	N				B	8.0	17	670	
LOTTERY					202	99	A	15.7	31	1316	NBC NIGHTLY NEWS		229	203	197	99	96	A	9.5	20	796		
2 FRI.	8.00P	90	ABC	A	1		B	15.7	31	1316	M-F	6.30P	30	NBC	N				B	10.7	20	897	
LOVE BOAT					207	99	A	17.7	32	1483	NBC SUNDAY NIGHT MOVIE		42	165	198	87	98	A	14.3	26	1198		
2 SAT.	9.00P	60	ABC	CS	43		B	18.6	33	1559	SUN.	9.00P	120	NBC	FF				B	16.1	26	1349	
											NCAA FOOTBALL SPECIAL(S)			204		99		A	10.1	22	846		
											1 SAT.	9.00P	202	ABC	SE								

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
EVENING CONT'D																																															
NEW HART																																															
1 MON. 9.30P 30 CBS CS 2																																															
2 MON. 9.53P 30																																															
NEWSBREAK-WED(B)																																															
2 WED. 8.58P 1 CBS N 117 72																																															
NEWSBREAK-M-F																																															
1 MTHF 8.58P 1 CBS N 227 177 173 90 88																																															
1 TUE. 8.57P 2																																															
1 WED. 8.54P 1																																															
2 MON. 9.21P 1																																															
2 TU & F 8.58P 1																																															
2 THU. 8.57P 2																																															
NEWSBREAK-SAT.																																															
SAT. 8.57P 2 CBS N 46 185 191 93 94																																															
NEWSBREAK-SUN.																																															
1 SUN. 8.58P 1 CBS N 46 180 190 90 94																																															
2 SUN. 9.30P 1																																															
NFL MONDAY NIGHT FOOTBALL																																															
2 MON. 9.00P 200 ABC SE 1 205 99																																															
9 TO 5																																															
38 211 190 99 96																																															
60 MINUTES																																															
1 SUN. 7.00P 60 CBS DN 46 206 207 99 99																																															
2 SUN. 7.32P 60																																															
SQUARE PEGS																																															
1 MON. 8.00P 30 CBS CS 12 167 194 92 98																																															
2 MON. 8.23P 30																																															
T.J. HOOKER																																															
SAT. 8.00P 60 ABC OP 42 176 173 88 90																																															
THAT'S INCREDIBLE SPEC(S)																																															
2 MON. 8.30P 30 ABC PV 194 95																																															
THREE'S COMPANY																																															
TUE. 9.00P 30 ABC CS 40 210 185 99 95																																															
THU MOVIE OF THE WEEK-NBC(S)																																															
1 THU. 8.00P 180 NBC FF 200 99																																															
TOO CLOSE FOR COMFORT																																															
1 THU. 8.30P 30 ABC CS 5 202 177 98 91																																															
2 THU. 8.00P 30																																															
TRAPPER JOHN, M.D.																																															
2 SUN. 10.32P 54 CBS GD 39 200 99																																															
TUE MOVIE OF THE WEEK-NBC(S)																																															
201 99																																															

TUE.	9.30P	30	ABC	CS						B	17.8	28	1492	1 TUE.	9.00P	120	NBC	FF																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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2 MTUTHS 2.30A 210										1 SUN.	11.30P	43 NBC FF	B	1.6	5	134
2 WED. 2.34A 206										2 SUN.	11.30P	39				
CBS NEWS SPCL REPORT-THU(S)	189	98	A	8.1	21	679				NBC NEWS OVERNIGHT-M-F	228	146 145 91 91	A	1.4	14	117
1 THU. 11.30P 30 CBS N										1 MON.	1.30A 68 NBC N		B	1.5	14	126
CBS SUNDAY NEWS-OSGOOD	46	94	121	60	67					1 TUE.	1.30A 45					
1 SUN. 11.00P 15 CBS N										1 WED.	1.30A 44					
2 SUN. 11.32P 15										1 THU.	1.50A 43					
CHALLENGER-LAUNCH III(S)	165	94	A	2.6	18	218				1 FRI.	2.20A 46					
1 MON. 2.00A 46 ABC N										2 MON.	1.55A 46					
CHALLENGER-LANDING III(S)	143	87	A	1.5	16	126				2 TUE.	1.33A 45					
1 SUN. 3.30A 27 ABC N										2 WED.	1.30A 46					
DAVID LETTERMAN I	178	183	175	97	95					2 THU.	1.30A 44					
1 M-W 12.30A 30 NBC GV										2 FRI.	2.00A 44					
1 THU. 12.50A 30										SATURDAY NIGHT	41	200 197 98 98	A	6.4	20	536
2 MON. 12.55A 30										1 SAT.	11.30P 80 NBC GV		B	7.1	22	595
2 TUE. 12.33A 30										2 SAT.	11.30P 79					
2 W & TH 12.30A 30										TONIGHT SHOW	229	200 202 97 98	A	6.2	20	520
DAVID LETTERMAN II	178	182	173	97	95					1 M-W 11.30P 60 NBC GV			B	6.7	22	561
1 M-W 1.00A 30 NBC GV										1 TH & F 11.50P 60						
1 THU. 1.20A 30										2 MON. 11.55P 60						
2 MON. 1.25A 30										2 TUE. 11.33P 60						
2 TUE. 1.03A 30										2 W-F 11.30P 60						
2 W & TH 1.00A 30										US OPN HILITES-TEN-MON.(S)	172	93	A	4.1	12	344
FRIDAY NIGHT VIDEOS	5	192	188	98	98					2 MON. 11.53P 30 CBS SC						
1 FRI. 12.50A 90 NBC PC										US OPN HILITES-TEN-TUE.(S)	179	93	A	5.3	15	444
2 FRI. 12.30A 90										2 TUE. 11.30P 30 CBS SC						

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		KEY		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		KEY		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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US OPN HILITES-TEN-WED.(S)																																178				93		A		4.8		15		402		CBS MORNING NEWS 1-MON(B)																																133				83		A		1.7		12		142																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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1 THU. 1.56P 3														M-F 10.00A 30 NBC CS											B	5.5	24	461
2 TU-F 1.57P 2														DREAM HOUSE	98	181	185	95	95						A	4.9	21	411
ABC WORLD NEWS-MORN-645A 160	151	139	88	85	A	1.3	13	109					1 M-F 11.30A 30 NBC QG											B	4.5	19	377	
M-F 6.45A 15 ABC N					B	1.8	16	151					2 TU-F 11.30A 30															
ALL MY CHILDREN-MON(B)		121		80	A	7.6	21	637					DREAM HOUSE(B)			152			78	A	5.5	16	461					
2 MON. 1.00P 60 ABC DD													2 MON. 11.30A 30 NBC QG															
ALL MY CHILDREN 228	206	204	99	99	A	8.4	28	704					EDGE OF NIGHT 227	145	132	76	72			A	3.6	11	302					
1 M-F 1.00P 60 ABC DD					B	9.3	31	779					1 MTUWF 4.00P 30 ABC DD							B	3.7	12	310					
2 TUE. 1.00P 28													1 THU. 4.07P 23															
& 1.34P 26													2 M-F 4.00P 30															
2 W-F 1.00P 60																												
ANOTHER WORLD 228	201	194	99	96	A	5.5	19	461					FACTS OF LIFE M-F 45	147	143	73	71			A	3.6	14	302					
M-F 2.00P 60 NBC DD					B	5.1	18	427					M-F 12.00N 30 NBC CS							B	4.5	16	377					
AS THE WORLD TURNS 231	199	201	99	98	A	7.6	25	637					FAMILY FEUD 229	181	166	89	85			A	4.6	17	385					
1 M-TH 1.30P 60 CBS DD					B	7.6	26	637					1 M-F 12.00N 30 ABC QP							B	5.3	20	444					
1 FRI. 1.30P 13													2 MTUWF 12.00N 30															
& 1.49P 41													2 TUE. 12.00N 22															
2 TU-TH 1.30P 60																												
CAPITOL 231	194	195	96	96	A	6.1	22	511					FANTASY 233	151	146	81	80			A	3.5	11	293					
1 M-F 2.30P 30 CBS DD					B	5.9	21	494					1 M-F 3.00P 60 NBC QG							B	3.5	12	293					
2 TU-TH 2.30P 30													2 MTUWF 3.00P 60															
CBS EARLY MORN. NEWS-MON(B)		83		71	A	.5	9	42					2 TUE. 3.10P 50															
2 MON. 6.30A 30 CBS N													GENERAL HOSPITAL 227	208	206	99	99			A	9.7	31	813					
													1 M-F 3.00P 60 ABC DD							B	9.9	33	830					
CBS EARLY MORNING NEWS 224	124	130	86	88	A	1.4	19	117					2 TU-F 3.00P 60															
1 M-F 6.30A 30 CBS N					B	1.2	15	101					GENERAL HOSPITAL-MON(B)		134			81	A	7.9	22	662						
2 TU-F 6.30A 30													2 MON. 3.00P 60 ABC DD															

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	PROG. NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	PROG. NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																											
GOOD MORN, AMER-730(B)																											
2 MON. 7.30A 30 ABC N						135		82		A	2.5	18	210	PRICE IS RIGHT 2 231						204	205	99	98	A	8.9	37	746
														1 M-F 11.30A 30 CBS AP										B	8.7	36	729
														2 TU-TH 11.30A 30													
														RYAN'S HOPE-MON(B)						120			78	A	5.5	16	461
														2 MON. 12.30P 30 ABC DD													
GOOD MORNING, AMERICA-730 229																											
1 M-F 7.30A 30 ABC N						208	204	99	99	A	4.1	24	344	RYAN'S HOPE 228						184	179	95	95	A	4.9	18	411
2 TU-F 7.30A 30										B	5.0	27	419	1 M-W 12.30P 30 ABC DD										B	5.4	20	453
GOOD MORNING, AMERICA-830 228																											
1 M-F 8.30A 30 ABC N						205	200	99	97	A	4.8	24	402	1 THU. 12.37P 23													
2 TU-F 8.30A 30										B	5.5	26	461	1 FRI. 12.30P 5													
														& 12.52P 8													
GOOD MORN,AMER-MON-830(B)																											
2 MON. 8.30A 30 ABC N						130		81		A	3.6	15	302	2 TUE. 12.33P 27													
GUIDING LIGHT 230																											
1 M-F 3.00P 60 CBS DD						203	205	99	99	A	7.7	25	645	2 W-F 12.30P 30						153	150	86	85	A	5.1	22	427
2 TU-TH 3.00P 60										B	7.4	25	620	SALE OF THE CENTURY 165										B	4.6	20	385
														1 MTUWF 10.30A 30 NBC QG													
LOVING 49																											
1 M-F 11.30A 30 ABC DD						205	201	97	96	A	3.7	16	310	1 THU. 10.30A 15													
2 TU-F 11.30A 30										B	3.9	15	327	2 M-F 10.30A 30													
LOVING-MON(B)																											
2 MON. 11.30A 30 ABC DD						131		81		A	4.4	13	369	SEARCH FOR TOMORROW 229						160	152	80	78	A	3.3	12	277
														1 M-TH 12.30P 30 NBC DD										B	2.9	11	243
														2 M-F 12.30P 30													
NBC NEWS AT SUNRISE(B)																											
						133		74		A	.8	13	67	TATTLETALES 228						123	123	68	63	A	3.4	11	285
														1 M-F 4.00P 30 CBS QG										B	3.0	10	251
														2 TU-TH 4.00P 30													

2 MON.	6.30A	30	NBC	N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2										WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2									
WEEKDAY DAYTIME CONT'D																																					
WHEEL OF FORTUNE					163	199	192	97	95	A	6.7	28	561							1 SUN.	12.30P	29	CBS	SC						B	6.8	24	570				
M-F	11.00A	30	NBC	QG						B	6.3	27	528							2 SUN.	12.30P	30															
YOUNG AND THE RESTLESS					231	204	206	99	99	A	8.5	31	712							CBS NFL FOOTBALL GAME 1				2	204	198	99	99	A	12.4	34	1039					
1 M-W	12.30P	60	CBS	DD						B	8.2	31	687							1 SUN.	12.59P	201	CBS	SE					B	12.4	34	1039					
1 THU.	12.30P	33																	2 SUN.	1.00P	192								A	5.4	13	453					
& 1.17P	13																		CBS NFL FOOTBALL-POST				1	195		99	B	5.4	13	453							
1 FRI.	12.30P	5																	1 SUN.	6.52P	8	CBS	SC					A	4.8	19	402						
& 12.49P	41																		DUKES				29	193	195	95	98	B	5.8	23	486						
2 TUE.	12.39P	51																	SAT.	10.30A	30	CBS	CA					A	2.9	10	243						
2 W & TH	12.30P	60																	FACE THE NATION				46	115	108	81	79	B	3.0	11	251						
																			SUN.	11.30A	30	CBS	CC														
ABC WEEKEND SPECIALS					40	184	179	91	91	A	5.7	21	478							FLASH GORDON				44	120	117	66	63	A	4.0	14	335					
SAT.	12.00N	30	ABC	FV						B	5.1	17	427							SAT.	12.30P	30	NBC	CA					B	3.6	12	302					
ABC WIDE WORLD-SPORTS					33	207		99		A	6.6	18	553							FLINTSTONE FUNNIES				46	192	192	95	95	A	2.8	21	235					
1 SAT.	5.00P	90	ABC	SA						B	8.0	19	670							SAT.	8.00A	30	NBC	CA					B	3.2	24	268					
AMERICAN BANDSTAND '83					40	174	168	87	85	A	4.8	16	402							GARY COLEMAN SHOW				47	199	198	95	93	A	5.1	20	427					
SAT.	12.30P	60	ABC	PC						B	4.5	15	377							SAT.	10.30A	30	NBC	CA					B	6.3	24	528					
ASK NBC NEWS-8:28AM					46	192	192	95	95	A	3.3	23	277							GILLIGAN'S PLANET				23	148		75	A	3.5	13	293						
SAT.	8.28A	2	NBC	CN						B	4.0	28	335							1 SAT.	12.00N	30	CBS	CA					B	4.8	18	402					
ASK NBC NEWS-8:58AM					48	201	201	97	97	A	4.6	25	385							HULK/SPIDERMAN 1				44	191	187	93	89	A	4.7	18	394					
SAT.	8.58A	2	NBC	CN						B	5.1	27	427							SAT.	11.00A	30	NBC	CA					B	5.9	22	494					
ASK NBC NEWS-10:28AM					47	204	204	99	99	A	6.1	24	511							HULK/SPIDERMAN 2				44	191	187	93	89	A	4.9	18	411					
SAT.	10.28A	2	NBC	CN						B	7.4	28	620							SAT.	11.30A	30	NBC	CA					B	6.0	22	503					
ASK NBC NEWS-10:58AM					47	199	198	95	93	A	4.7	18	394							IN THE NEWS-	8.26AM			48	172	171	80	81	A	2.3	16	193					
SAT.	10.58A	2	NBC	CN						B	6.4	24	536							SAT.	8.26A	3	CBS	CN					B	2.2	15	184					
ASK NBC NEWS-11:58AM					44	191	187	93	89	A	4.8	18	402							IN THE NEWS-	8.56AM			48	180	180	83	84	A	3.2	17	268					
SAT.	11.58A	2	NBC	CN						B	5.8	21	486							SAT.	8.56A	3	CBS	CN					B	2.7	14	226					
BEST OF SCOOPY DOO					1		184		93	A	3.9	28	327							IN THE NEWS-	9.26AM			48	186	185	95	95	A	2.9	13	243					
2 SAT.	8.00A	30	ABC	CA						B	3.9	28	327							SAT.	9.26A	3	CBS	CN					B	3.1	14	260					
BUGS BUNNY/ROAD RUNNER 1					28	202	180	99	85	A	3.7	16	310							IN THE NEWS-	9.56AM			41	202	180	99	85	A	4.3	18	360					
SAT.	9.30A	30	CBS	CA						B	3.9	17	327							SAT.	9.56A	3	CBS	CN					B	4.2	17	352					
BUGS BUNNY/ROAD RUNNER 2					28	202	180	99	85	A	5.2	21	436							IN THE NEWS-	9.56AM			41	202	180	99	85	A	4.3	18	360					
SAT.	10.00A	30	CBS	CA						B	5.4	22	453							SAT.	9.56A	3	CBS	CN					B	4.2	17	352					
BUGS BUNNY/ROAD RUNNER 3					25	185		92		A	4.7	18	394							IN THE NEWS-	11.56AM			42	182		91	A	4.2	16	352						
1 SAT.	11.00A	30	CBS	CA						B	5.7	22	478							1 SAT.	11.56A	3	CBS	CN					B	5.3	19	444					
BUGS BUNNY/ROAD RUNNER 4					25	182		91		A	4.8	18	402							IN THE NEWS-	12.26PM			30	148		75	A	3.2	12	268						
1 SAT.	11.30A	30	CBS	CA						B	6.3	23	528							1 SAT.	12.26P	3	CBS	CN					B	4.3	15	360					
BUGS BUNNY/R. RUNNER 3(B)					12		162		77	A	3.9	14	327							IN THE NEWS-	11.26AM(B)																
2 SAT.	11.00A	30	CBS	CA						B	6.1	21	511							2 SAT.	11.26A	3	CBS	CN					A	4.0	15	335					
BUGS BUNNY/R. RUNNER 4(B)					2		161		77	A	4.4	16	369							IN THE NEWS-	11.56AM(B)																
2 SAT.	11.30A	30	CBS	CA						B	6.1	21	511							2 SAT.	11.56A	3	CBS	CN					A	5.0	18	419					
CAPTAIN KANGAROO-SAT					47	142	143	85	84	A	1.1	15	92							IN THE NEWS-	10.56AM			47	193	195	95	98	A	4.5	18	377					
SAT.	7.00A	60	CBS	CL						B	1.1	15	92							SAT.	10.56A	3	CBS	CN					B	5.5	21	461					
CBS NFL TODAY					2	193	190	97	97	A	6.8	24	570							IN THE NEWS-	11.26AM			44	185		92	A	4.4	16	369						
																				1 SAT.	11.26A	3	CBS	CN					B	5.6	21	469					
																				LITTLES				1		201		99	A	7.7	29	645					
																				2 SAT.	10.30A	30	ABC	CA					B	7.7	29	645					

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKEND DAYTIME CONT'D																																													
MEATBALL & SPAGHETTI					29	186	185	95	95	A	3.2	15	268	PANDAMONIUM					42	180	180	83	84	A	3.2	18	268	POPEYE/OLIVE COMEDY SHOW					29	172	171	80	81	A	2.1	16	176				
SAT. 9.00A 30 CBS CA									B	3.0	14	251	SAT. 8.30A 30 CBS CA										B	2.8	16	235	SAT. 8.00A 30 CBS CA										B	2.0	15	168					
MEET THE PRESS					43	132	116	82	78	A	2.6	10	218	PUPPY/SCOOPY DOO HOUR-1					1		196		95	A	7.9	29	662	PUPPY/SCOOPY DOO HOUR-2					1		195		95	A	7.4	27	620				
SUN. 12.00N 30 NBC CC									B	3.0	11	251	2 SAT. 11.00A 30 ABC CA										B	7.9	29	662	2 SAT. 11.30A 30 ABC CA							197		98	A	5.6	31	469					
MENU DO-8:25AM					1		184		93	A	4.3	29	360	2 SAT. 9.00A 30 ABC CA										B	5.6	31	469	RASCALS/RICHIE RICH					1					B	7.4	27	620				
2 SAT. 8.25A 4 ABC CN									B	4.3	29	360	MORK/LAVERNE/FONZ HOUR-1					32	193		94	A	5.7	22	478	2 SAT. 11.30A 30 ABC CA							201		99	A	7.3	28	612						
MENU DO-10:25AM					1		202		99	A	6.7	25	561	1 SAT. 11.00A 30 ABC CA										B	5.0	18	419	2 SAT. 10.00A 30 ABC CA										B	7.3	28	612				
2 SAT. 10.25A 4 ABC CN									B	6.7	25	561	MORK/LAVERNE/FONZ HOUR-2					32	192		93	A	5.8	22	486	1 SAT. 8.25A 4 ABC CN					46	177		93	A	2.6	19	218							
MONCHHICHIS					1		198		98	A	7.5	34	629	1 SAT. 11.30A 30 ABC CA										B	5.0	18	419	SCHOOLHOUSE ROCK-8.25AM										B	3.3	23	277				
2 SAT. 9.00A 30 ABC CA									B	7.5	34	629	NBC MAJOR LEAGUE BASEBALL					20	191	193	92	98	A	6.2	19	520	1 SAT. 10.55A 4 ABC CN					32	197		99	A	6.1	24	511						
MORK/LAVERNE/FONZ HOUR-1					32					B	5.0	18	419	1 SAT. 11.00A 30 ABC CA										B	6.0	19	503	1 SAT. 10.55A 4 ABC CN					32	192	195	93	95	A	6.2	23	520				
1 SAT. 11.00A 30 ABC CA									B	5.8	22	486	NBC MAJOR LEAGUE BASEBALL					20	191	193	92	98	A	6.2	19	520	SCHOOLHOUSE ROCK-11.55AM										B	5.6	21	469					
2 SAT. 11.30A 30 ABC CA									B	5.0	18	419	1 SAT. 11.30A 30 ABC CA										B	5.0	18	419	SAT. 11.55A 4 ABC CN					32	197		99	A	6.2	23	520						
NBC MAJOR LEAGUE BASEBALL					20	191	193	92	98	A	6.2	19	520	1 SAT. 11.30A 30 ABC CA										B	5.0	18	419	SCOOPY DOO/PUPPY HOUR-1					32	197		99	A	5.6	23	469					
1 SAT. 2.17P 199 NBC SE									B	6.0	19	503	1 SAT. 11.30A 30 ABC CA										B	6.0	19	503	SAT. 11.55A 4 ABC CN					32	197		99	A	5.6	23	469						
2 SAT. 2.17P 185									B	6.0	19	503	NBC MAJOR LEAGUE BASEBALL					20	191	193	92	98	A	6.2	19	520	SAT. 11.55A 4 ABC CN					32	197		99	A	5.6	23	469						
NBC SPORTS-30 ROCK					20	191	190	92	94	A	5.0	17	419	1 SAT. 2.17P 185										B	6.0	19	503	SCOOPY DOO/PUPPY HOUR-1					32	197		99	A	5.6	23	469					
SAT. 2.00P 17 NBC SC									B	4.4	16	369	NBC SPORTS-30 ROCK					20	191	190	92	94	A	5.0	17	419	SAT. 2.00P 17 NBC SC										B	4.4	16	369					

NCAA FOOTBALL PRE	1	200	98	A	6.5	20	545	1 SAT.	10.00A	30	ABC	CA				B	5.5	21	461		
2 SAT.				B	6.5	20	545	SCOOPY DOO/PUPPY HOUR-2		32			197	99		A	7.3	29	612		
NCAA FOOTBALL GAME	1	203	99	A	8.8	24	737	1 SAT.	10.30A	30	ABC	CA				B	6.4	24	536		
2 SAT.				B	8.8	24	737														
NCAA FOOTBALL POST	1	203	99	A	7.6	19	637	SHIRT TALES					47	201	201	97	97	A	4.3	25	360
2 SAT.				B	7.6	19	637	SAT.	8.30A	30	NBC	CA				B	4.7	27	394		
NFL '83-NBC	2	205	203	99	99	A	3.9	14	327	SMURFS I			48	207	204	99	99	A	5.5	26	461
1 SUN.				B	3.9	14	327	SAT.	9.00A	30	NBC	CA				B	6.5	31	545		
2 SUN.																					
NFL FOOTBALL GAME 1-NBC	2	195	202	84	79	A	7.4	20	620	SMURFS II			48	204	204	99	99	A	6.7	29	561
1 SUN.				B	7.4	20	620	SAT.	9.30A	30	NBC	CA				B	7.6	32	637		
2 SUN.																A	6.7	27	561		
NFL FOOTBALL GAME 2-NBC	2	205	209	99	99	A	12.9	31	1081	SMURFS III			47	204	204	99	99	B	8.2	32	687
1 SUN.				B	12.9	31	1081	SAT.	10.00A	30	NBC	CA									
2 SUN.																					
NFL FOOTBALL POST-NBC	1	173	69	A	5.5	13	461	SPORTSBEAT					24	165	163	87	84	A	3.2	9	268
2 SUN.				B	5.5	13	461	1 SAT.	4.30P	30	ABC	SC				B	2.7	8	226		
PAC-MAN	1	201	99	A	7.4	31	620	2 SAT.	2.30P	30											
2 SAT.				B	7.4	31	620	SUNDAY MORNING					46	170	168	93	92	A	3.8	19	318
PAC-MAN/RASCALS/RICHIE-1	46	199	99	A	3.8	22	318	SUN.	9.00A	90	CBS	N					B	4.5	21	377	
1 SAT.				B	4.7	27	394	SUPERFRIENDS					46	177		93		A	2.4	19	201
PAC-MAN/RASCALS/RICHIE-2	46	200	99	A	5.1	25	427	1 SAT.	8.00A	30	ABC	CA					B	3.0	23	251	
1 SAT.				B	6.2	29	520	THIS WEEK-DAVID BRINKLEY					45	185	182	95	95	A	4.0	14	335
PAC-MAN/RASCALS/RICHIE-3	46	200	99	A	5.6	25	469	SUN.	11.30A	60	ABC	N					B	3.6	13	302	
1 SAT.				B	6.9	29	578	THUNDARR					18	131	131	70	68	A	3.8	14	318
								SAT.	12.00N	30	NBC	CA					B	3.5	13	293	
								U.S. AMATEUR GOLF CHAMP.(S)						182		92		A	2.6	7	218
								1 SUN.	4.30P	90	ABC	SE									

PROGRAM NAME							T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE			WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D															
US OPN TENNIS-SAT-1(S)								196		99		A	6.4	20	536
2 SAT. 12.00N 240 CBS SE															
US OPN TENNIS-SAT-2(S)								196		99		A	4.8	13	402
2 SAT. 4.00P 180 CBS SE															
US OPN TENNIS-SUN.(S)								191		98		A	9.5	21	796
2 SUN. 4.09P 200 CBS SE															
US OPEN TENNIS-SAT(S)								197		99		A	3.4	11	285
1 SAT. 12.30P 330 CBS SE															
US OPEN TENNIS-SUN(S)								200		99		A	5.4	14	453
1 SUN. 4.14P 153 CBS SE															

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TV HOUSEHOLDS USING TV	WK. 1	50.8	51.6	51.4	53.3	54.2	56.3	58.2	60.0	60.9	62.3	63.7	64.3	62.2	61.2	59.7	57.3
(See Def. 1)	WK. 2	49.5	50.3	51.2	53.5	56.4	58.4	58.6	60.7	63.1	64.2	64.5	64.4	62.5	60.0	56.1	53.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 5, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)			10,060 12.0		10,560 12.6		15,750 18.8		14,330 17.1		13,830 16.5			
	ABC TV			HAPPY DAYS (R)		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(SD)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)			8,720 10.4		9,300 11.1		13,580 16.2		12,150 14.5		10,640 12.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 9.9		19 10.9		26 15.7		23 16.6		21 14.2		21* 14.7	
K 2	TOTAL AUDIENCE (Households (000) & %)			12,070 14.4				22,040 26.3							
	CBS TV			WALT DISNEY SPECIAL WINNIE THE POOH AND FRIENDS(R) (SD)								MISS TEEN USA (9:00-11:03PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)			7,460 8.9		8.6*		13,320 15.9		12.5*		15.8*		17.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			16 8.6		16*		26 11.8		20*		25*		28*	
K 3	TOTAL AUDIENCE (Households (000) & %)			20,610 24.6				22,790 27.2							
	NBC TV			A TEAM (R)(SD)								TUE MOVIE OF THE WEEK-NBC THE GODFATHER, PART 3(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)			15,080 18.0		17.1*		15,670 18.7		17.3*		18.7*		19.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			32 16.7		31*		31 17.2		28*		29*		32*	

WEEK 2	TOTAL AUDIENCE (Households (000) & %)						12,230 14.6		12,320 14.7		16,260 19.4		13,660 16.3		16,680 19.9		
	ABC TV						ABC SAT. PREVIEW SPECIAL		HAPPY DAYS (R)		THREE'S COMPANY (R)		9 TO 5 (R)(SD)		HART TO HART (R)		
	AVERAGE AUDIENCE (Households (000) & %)						9,720 11.6		10,480 12.5		13,830 16.5		11,980 14.3		12,910 15.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 11.3		21 12.0		27 16.2		24 16.8		27 14.2		
		TOTAL AUDIENCE (Households (000) & %)						15,590 18.6				24,050 28.7					
		CBS TV						MURDER INK (SD)						CBS TUESDAY NIGHT MOVIES IN LOVE WITH AN OLDER WOMAN(R)			
		AVERAGE AUDIENCE (Households (000) & %)						10,810 12.9		12.2*		13.6*		19.1		17.4*	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 11.8		22 *		23 *		33		29 *	
		TOTAL AUDIENCE (Households (000) & %)						20,110 24.0									
		NBC TV															
		AVERAGE AUDIENCE (Households (000) & %)						8,720 10.4		9.4*		11.2*		10.5*		10.9*	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 9.1		18 *		20 *		18 *		19 *	
		TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2		50.2 50.0		51.2 51.6		50.6 51.5		52.8 52.8		54.5 54.0		55.9 55.9	

TV HOUSEHOLDS USING TV WK. 1	50.2	51.2	50.6	52.8	54.5	55.9	57.7	60.3	61.4	62.7	63.5	64.3	62.6	60.6	58.5	57.0
(See Def. 1) WK. 2	50.0	51.6	51.5	52.8	54.0	55.9	57.9	59.8	60.5	61.5	59.8	59.9	58.4	57.6	56.2	54.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. AUG. 31, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{																													
	ABC TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					18,600 22.2		FALL GUY (R)		16,680 19.9		TWO MARRIAGES (SD)		13,160 15.7		DYNASTY (R)																	
					13,320 15.9		14.7*		17.1*		12,490 14.9		15.6*		9,720 11.6																	
					29		28 *		30 *		25		23 *		21		11.7*															
					13.6		15.9		17.0		17.2		14.1		14.2		15.5		15.7													
					11.5		11.6		11.6		11.8																					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{																													
	CBS TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					22,880 27.3						CBS WEDNESDAY NIGHT MOVIE THE TRIAL OF BILLY JACK(R) (SD)																					
					10,730 12.8		10.2*		10.0*		13,490 16.1		13.0*		13.6*																	
					22		19 *		18 *		22 *		23 *		27 *		26 *															
					10.3		10.0		9.7		10.4		12.8		13.3		13.4		13.9													
					15.7		15.3		15.1		13.6																					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{																													
	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					14,410 17.2		REAL PEOPLE (R)(SD)		13,490 16.1		FACTS OF LIFE (R)		12,740 15.2		FAMILY TIES (R)																	
					9,470 11.3		10.5*		12.1*		11,820 14.1		11,230 13.4		12,230 14.6																	
					20		20 *		21 *		23		22		26		14.3*															
					10.2		10.8		11.6		12.6		13.7		14.4		13.0		13.8													
					13.8		13.6		12.9		13.8		13.8		14.8		14.9		14.9													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{																													
	ABC TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					16,010 19.1		FALL GUY (R)		14,830 17.7		TWO MARRIAGES (SD)		11,980 14.3		DYNASTY (R)																	
					11,900 14.2		13.2*		15.3*		10,140 12.1		11.9*		8,720 10.4																	
					26		25 *		27 *		21		21 *		19		18 *															
					12.5		13.8		15.0		15.7		12.3		11.6		12.3		12.3													
					10.4		10.2		10.4		10.6		10.4		10.2		10.4		10.6													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{																													
	CBS TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					7,790 9.3		6,290 7.5		20,780 24.8				CBS WEDNESDAY NIGHT MOVIE JOHNNY BELINDA(R)																			
					5,870 7.0		5,610 6.7		12,400 14.8		11.7*		14.4*		16.4*																	
					13		12		26		20 *		25 *		29 *		31 *															
					6.7		7.3		6.5		7.0		11.0		12.4		14.0		14.9													
					16.5		16.4		16.5		16.5																					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{																													
	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %)		{																													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																													
					12,910 15.4		REAL PEOPLE (R)(SD)		14,750 17.6		FACTS OF LIFE (R)		12,820 15.3		FAMILY TIES (R)																	
					8,880 10.6		9.5*		11.6*		12,650 15.1		11,230 13.4		8,970 10.7																	
					19		18 *		21 *		26		23		19		10.8*															
					9.2		9.8		11.3		11.9		14.7		15.5		13.2		13.6													
					10.8		10.8		10.6		10.7																					
TV HOUSEHOLDS USING TV WK. 1																	50.0	50.8	50.8	52.1	52.1	54.7	55.8	58.4	59.9	60.8	60.3	60.3	57.3	57.4	56.0	53.2
(See Def. 1) WK. 2																	47.3	47.8	48.7	50.7	51.9	53.2	55.4	57.5	57.7	58.3	57.9	58.1	56.2	55.6	54.7	53.3

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,220 12.2		10,640 12.7		10,480 12.5		10,310 12.3		16,340 19.5			
	ABC TV					EYE ON HOLLYWOOD		TOO CLOSE FOR COMFORT (R)		REGGIE		IT TAKES TWO (R)(SD)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					8,210 9.8		8,970 10.7		8,800 10.5		8,800 10.5		11,900 14.2		14.0*	14.4*
	SHARE OF AUDIENCE (Households (000) & %)					18		18		17		17		24		23 *	26 *
	AVG. AUD. BY ¼ HR.					9.5	10.1	10.1	11.3	10.3	10.6	10.2	10.9	13.9	14.1	14.2	14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,780 24.8				20,780 24.8				14,410 17.2			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					15,500 18.5	17.1*		19.8*	17,010 20.3	20.1*		20.5*	10,560 12.6		13.2*	12.0*
	SHARE OF AUDIENCE (Households (000) & %)					32	31 *		33 *	33	33 *		33 *	22		22 *	21 *
	AVG. AUD. BY ¼ HR.					16.0	18.2	19.7	20.0	19.9	20.3	20.6	20.5	13.4	12.9	12.2	11.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					22,460 26.8											
	NBC TV					THU MOVIE OF THE WEEK-NBC THE GODFATHER, PART 4(R) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)					12,990 15.5	11.9*		13.1*		15.4*		16.4*		17.8*		18.2*
	SHARE OF AUDIENCE (Households (000) & %)					26	22 *		22 *		25 *		27 *		30 *		32 *
	AVG. AUD. BY ¼ HR.					11.6	12.1	12.9	13.4	15.3	15.5	16.3	16.4	17.5	18.2	18.6	17.8

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					10,640 12.7		28,070 33.5									
	ABC TV					TOO CLOSE FOR COMFORT (R)(SD)				ABC NFL FOOTBALL SPECIAL SAN FRANCISCO VS MINNESOTA (8:30-11:48PM) (-DP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1		12,070 14.4	12.9*		16.2*		16.8*		16.0*		14.6*
	SHARE OF AUDIENCE (Households (000) & %)					19		26	24 *		28 *		28 *		28 *		26 *
	AVG. AUD. BY ¼ HR.					9.7	10.5	12.1	13.7	16.1	16.4	16.6	17.0	17.1	14.9	14.9	14.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					19,530 23.3				18,600 22.2				13,070 15.6			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.5	15.4*		17.5*	13,910 16.6	15.5*		17.7*	10,140 12.1		11.8*	12.5*
	SHARE OF AUDIENCE (Households (000) & %)					30	29 *		31 *	27	26 *		29 *	22		21 *	24 *
	AVG. AUD. BY ¼ HR.					14.6	16.2	17.4	17.6	14.7	16.2	17.4	18.0	11.6	12.0	12.1	12.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3		12,740 15.2		19,190 22.9		16,340 19.5		19,690 23.5			
	NBC TV					GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)		WE GOT IT MADE		CHEERS (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,880 10.6		11,060 13.2		16,260 19.4		14,330 17.1		14,500 17.3		17.5*	17.1*
	SHARE OF AUDIENCE (Households (000) & %)					20		23		32		28		31		31 *	32 *
	AVG. AUD. BY ¼ HR.					10.0	11.1	12.2	14.1	19.1	19.7	17.1	17.0	17.2	17.7	17.3	16.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.4	50.6	50.7	51.9	53.2	55.7	58.7	60.6	60.9	61.8	61.4	61.8	60.1	59.1	57.4
		WK. 2	47.5	48.4	48.5	50.5	52.1	54.2	55.8	58.1	60.0	61.3	61.5	61.4	57.9	55.9	54.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE THU. SEPT. 8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.2, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,400 13.6		10,730 12.8		17,850 21.3								
	ABC TV						BENSON (R)		ABC COMEDY SPECIAL (R)(SD)					CELEBRITY DAREDEVILS (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					9,300 11.1		9,220 11.0		8,880 10.6	9.8*		10.4*		11.6*		10.6*	
	SHARE OF AUDIENCE %	%					23 10.5	11.6	21 11.1	11.0	20 9.8	18 *		19 *		22 *		21 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					13,490 16.1				14,750 17.6				14,410 17.2				
	CBS TV							CBS NEWS SPECIAL PARADISE LOST (SD)					DALLAS (R)			FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,880 10.6	10.1*		11.2*	10,980 13.1	12.2*		14.1*	11,060 13.2	12.6*		13.8*	
	SHARE OF AUDIENCE %	%					21 10.2	21 *	22 *	11.1	25 11.8	23 *		26 *	26 12.2	24 *		27 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,250 17.0								11,480 13.7				
	NBC TV																EISCHIED (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					7,290 8.7	7.4*		8.0*		9.4*		9.9*	8,380 10.0	9.6*		10.3*	
	SHARE OF AUDIENCE %	%					17 7.6	15 *	16 *	8.2	9.2	18 *		19 *	19 9.2	19 *	10.1	20 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					20,870 24.9						18,860 22.5						
	ABC TV																MATT HOUSTON (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	{					13,160 15.7	13.8*		16.0*		17.5*	13,490 16.1	15.5*		16.1*		16.7*	
	SHARE OF AUDIENCE %	%					31 13.2	29 *	32 *	16.6	17.5	33 *	30 17.5	29 *	15.5	30 *	17.1	32 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					11,150 13.3				19,610 23.4								
	CBS TV								DUKES OF HAZZARD (R)(SD)						CBS SPECIAL MOVIE PRSNT. PACKIN IT IN(R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,040 9.6	8.7*		10.5*	11,480 13.7	12.0*		14.5*		14.4*		13.8*	
	SHARE OF AUDIENCE %	%					20 8.2	18 *	21 *	10.8	26 11.7	23 *		27 *	27 14.9	27 *	13.9	27 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					11,980 14.3												
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					4,860 5.8	5.7*		5.2*		5.6*		6.2*		5.9*		6.2*	
	SHARE OF AUDIENCE %	%					11 5.9	12 *	10 *	5.2	11 5.5	11 *		11 *	11 6.1	11 *	6.1	12 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	47.2	47.6	47.3	48.2	48.6	49.0	50.9	51.9	52.9	54.0	53.9	52.9	52.1	51.5	51.1	50.7
			WK 2	43.9	44.9	43.3	44.9	46.3	48.0	49.1	51.4	52.5	53.9	54.0	54.4	54.0	53.5	52.3	51.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. SEPT.9, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,730 12.8					20,110 24.0								
	ABC TV					T.J. HOOKER (R)(SD)				NCAA FOOTBALL SPECIAL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)					7,540 9.0	8.0*		10.0*	8,460 10.1	9.9*		10.8*		11.4*		10.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.5	18 *	9.9	21 *	22 9.5	21 *	10.7	22 *		24 *	11.0	22 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,880 10.6					17,510 20.9								
	CBS TV					WALT DISNEY THE OMEGA CONNECTION, PART 1 (SD)				CBS SAT. NIGHT MOVIE COUNTRY GOLD(R)									
	AVERAGE AUDIENCE (Households (000) & %)					5,360 6.4	6.3*		6.5*	9,970 11.9	9.9*		11.2*		12.8*		13.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 6.5	14 *	6.2	13 *	25 9.4	20 *	11.0	23 *		27 *	13.4	29 *		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					11,310 13.5					13,070 15.6								
	NBC TV					DIFF'RENT STROKES-SAT. (R)				SILVER SPOONS (R)(SD)				QUINCY, M.E. (R)				CASABLANCA SP. PART 2	
	AVERAGE AUDIENCE (Households (000) & %)					9,390 11.2		10,730 12.8		9,390 11.2	11.3*		11.0*		5,870 7.0	6.9*	7.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 10.3	12.1	26 12.6	13.1	23 11.4	23 *	11.0	22 *	11.1	15 7.0	14 *	15 *		

WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,990 16.7					19,360 23.1					16,260 19.4		
	ABC TV					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.3	11.0*		13.7*	14,830 17.7	16.3*		19.1*	12,490 14.9	14.9*		14.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 10.1	22 *	13.4	26 *	32 15.4	30 *	19.1	34 *	27 14.8	26 *	14.9	28 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					9,720 11.6					18,600 22.2							
	CBS TV					WALT DISNEY THE OMEGA CONNECTION, PART 2 (SD)				CBS SAT. NIGHT MOVIE BORDERLINE								
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.3	6.6*		8.1*	11,560 13.8	11.4*		13.5*		14.7*		15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 6.6	13 *	7.7	15 *	25 11.0	21 *	13.2	24 *		26 *	15.8	29 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,640 11.5					17,430 20.8							
	NBC TV					DIFF'RENT STROKES-SAT. (R)				SILVER SPOONS (R)(SD)				HEAVYWEIGHT CHAMP. BOXING (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					8,040 9.6		8,460 10.1		9,640 11.5	10.2*		11.0*		14.1*		10.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.2	10.1	19 9.8	10.4	21 9.9	19 *	11.0	20 *	10.9	25 *	12.4	20 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	41.2	43.3	43.8	43.7	44.2	45.8	47.9	49.2	49.4	49.5	49.4	49.9	48.3	47.3	47.0	46.2
		WK. 2	44.2	44.9	45.6	47.2	48.8	50.3	51.6	53.6	54.0	55.7	56.7	57.0	56.5	56.8	55.1	52.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. SAT. SEPT. 10, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 15,420 18.4												{ 14,250 17.0				
	ABC TV	ABC MOVIE SPECIAL BAD NEWS BEARS IN BREAKING TRAINING(R) (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,290 8.7			{ 7.2* 16 *		{ 7.9* 17 *		{ 9.3* 19 *		{ 10.6* 21 *		{ 8,970 10.7		{ 9.8* 19 *		{ 10.8* 21 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.9	7.4	7.6	8.3	9.1	9.6	10.3	10.8	9.7	10.0	10.9	10.8	11.0	11.7	11.1	10.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 17,430 20.8											{ 10,060 12.0		{ 10,140 12.1			
CBS TV	60 MINUTES (R)					ALICE (R)		ONE DAY AT A TIME (R)(SD)		JEFFERSONS (R)		GOODNIGHT, BEANTOWN (R)		JOHNNY BLUE				
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,490 14.9	{ 13.7* 31 *		{ 16.0* 35 *		{ 9,130 10.9		{ 9,130 10.9		{ 10,310 12.3		{ 8,720 10.4		{ 7,460 8.9		{ 8.8* 17 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12.1	15.3	16.4	15.6	10.8	11.0	10.6	11.3	11.9	12.8	10.6	10.2	9.2	8.7	8.8	8.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.9											{ 17,850 21.3					
	NBC TV	(1) (-OP)	POWERS OF MATTHEW STAR (7:20-8:00PM) (R)(OP)				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE DEADLY TREASURE OF THE PIRANHA(R) (SD)							
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	{ 6,370 7.6	{ 7.8* 17 *		{ 13.6 27		{ 12.4* 26 *		{ 14.8* 29 *		{ 13.9 27		{ 12.3* 24 *		{ 13.3* 26 *		{ 14.7* 28 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14.0	7.1	7.2	8.5	11.4	13.3	14.8	14.9	12.3	12.4	13.0	13.5	14.5	14.9	15.6	15.3	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 14,410 17.2												{ 24,300 29.0				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,720 10.4	{ 9.5* 20		{ 11.3* 21 *		{ 15.0 25		{ 10.6* 19 *		{ 12.5* 21 *		{ 15.4* 24 *		{ 16.2* 26 *		{ 18.3* 31 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	9.0	10.0	11.0	11.6	10.1	11.2	12.2	12.7	15.5	15.4	15.4	16.9	18.4	18.1	19.0	18.0	
	ABC SUNDAY NIGHT MOVIE AIRPORT '77(R) (8:00-10:47PM) (SD)																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 20,360 24.3												{ 17,100 20.4		{ 14,160 16.9		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,230 13.0*	{ 14.6 26 *		{ 14.5* 27		{ 14.7* 26 *		{ 13.3 22		{ 14,250 17.0		{ 14,750 17.6		{ 12,570 15.0		{ 12,070 14.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12.2	13.8	14.1	14.9	14.5	14.8	12.3	13.9	16.1	17.7	17.0	18.3	14.9	15.1	13.9	14.5	
	US OPN TENNIS-SUN MULTI-SEG TELECAST (-OP)																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,310 13.5												{ 19,610 23.4				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,540 7.8	{ 8.2* 16 *		{ 7.5* 14 *		{ 17.8 30		{ 16.6* 29 *		{ 19.0* 31 *		{ 14.7 24		{ 14.3* 23 *		{ 15.4* 26 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.5	8.8	9.5	5.5	15.3	17.8	19.1	18.9	14.4	13.9	14.0	14.5	15.5	15.2	15.1	15.2	
	POWERS OF MATTHEW STAR (R)(OP)																	

TV HOUSEHOLDS USING TV	WK. 1	44.0	44.0	44.8	45.6	47.5	49.1	50.3	51.5	51.3	52.2	52.0	51.6	51.7	51.6	51.2	50.8
(See Def. 1)	WK. 2	50.3	51.2	51.9	53.9	55.4	58.4	59.5	61.7	62.7	63.6	62.5	62.4	60.6	59.2	56.9	52.7

U.S. TV Households: 83,800,000

(1) NFL FOOTBALL GAME 2-NBC, NEW YORK JETS VS SAN DIEGO&SEATTLE VS KANSAS CITY, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A

EVE.SUN. SEPT.11, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W	TOTAL AUDIENCE (Households (000) & %)		{	3,690 4.4												
	ABC TV			ABC WEEKEND REPORT- SUN.												
	AVERAGE AUDIENCE (Households (000) & %)		{	3,600 4.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	9 4.3												
E	TOTAL AUDIENCE (Households (000) & %)		{	4,360 5.2												
	CBS TV			CBS SUNDAY NEWS- 050000												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,270 5.1												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	11 5.1												
K	TOTAL AUDIENCE (Households (000) & %)		{		2,430 2.9											
	NBC TV				NBC LATE NIGHT MOVIE CAVE-IN (R) (11:30-12:13AM) (SUSTAINING 12:13-1:30AM)											
	AVERAGE AUDIENCE (Households (000) & %)		{		1,590 1.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%		5 2.0	1.9*	1.8*									

W	TOTAL AUDIENCE (Households (000) & %)		{	3,180 3.8												
	ABC TV			ABC WEEKEND REPORT- SUN.												
	AVERAGE AUDIENCE (Households (000) & %)		{	3,270 3.9												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	9 3.9												
E	TOTAL AUDIENCE (Households (000) & %)		{		4,190 5.0											
	CBS TV			TRAPPER JOHN, M.D. (10:32-11:26PM) (R)(SUS-OP)	CBS SUNDAY NEWS-050000 (11:32-11:47PM)											
	AVERAGE AUDIENCE (Households (000) & %)		{		4,110 14.6*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%		30* 14.9	14 14.3	5.0	4.3								
K	TOTAL AUDIENCE (Households (000) & %)		{		2,180 2.6											
	NBC TV				NBC LATE NIGHT MOVIE GRAY LADY DOWN(R) (11:30-12:09AM) (SUSTAINING 12:09-1:30AM)											
	AVERAGE AUDIENCE (Households (000) & %)		{		1,340 1.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%		5 1.8	1.6* 1.5	1.5*	6*								

TV HOUSEHOLDS USING TV	WK 1	47.5	42.8	37.8	34.8	32.0	29.2	25.9	23.8	20.4	17.9	15.2	13.4	12.2	11.3	10.1	9.1
(See Def. 1)	WK. 2	47.1	42.8	35.1	31.0	26.0	23.1	19.1	16.9	15.0	12.6	10.8	9.2	8.0	7.2	6.6	5.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. SEPT.11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,190 5.0	GOOD MORNING, AMERICA-700 (SUS)	4,940 5.9	GOOD MORNING, AMERICA-830 (SUS-OP)				
	ABC TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7	GOOD MORNING, AMERICA-730 (SUS)	4,020 4.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 3.7	3.7	23 4.7	5.0				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,690 4.4	CBS MORNING NEWS 1	3,690 4.4	4,360 5.2	3,940 4.7	\$25,000 PYRAMID	CHILD'S PLAY >(SUS-OP) >(SUS-SD)	
	CBS TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,930 3.5		2,930 3.5	3,690 4.4	3,180 3.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 3.5	3.5	17 3.5	19 4.2	16 3.6	4.6	4.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.2	TODAY SHOW-7.30AM (CO-OP)	4,360 5.2	TODAY SHOW-8.30AM (CO-OP)	4,940 5.9	DIFF'RENT STROKES M-F	5,200 6.2	SALE OF THE CENTURY >(SUS-OP)
	NBC TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,680 3.2		3,520 4.2	4,110 4.9	4,440 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	19 3.2	3.3	20 4.2	21 4.6	23 5.2	5.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,030 6.0	GOOD MORNING, AMERICA-700 (SUS)(TU-F) (SUS-OP)	4,860 5.8	GOOD MORNING, AMERICA-830 (TU-F)(OP)				
	ABC TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6	GOOD MORNING, AMERICA-730 (TU-F)(OP)	4,020 4.8	GOOD MORNING, AMERICA-800 (SUS)(TU-F) (SUS-OP)				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 4.5	4.7	25 4.8	4.8				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6	CBS MORNING NEWS 1 (TU-F)(OP)	3,520 4.2	CBS MORNING NEWS 2 (TU-F)(OP)	3,940 4.7	\$25,000 PYRAMID (TU-F)(OP)	3,600 4.3	CHILD'S PLAY (TU-F)(OP)
	CBS TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7		2,930 3.5	3,270 3.9	2,930 3.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 3.7	3.7	18 3.4	20 3.8	17 3.4	4.0	3.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,440 4.1	TODAY SHOW-7.30AM (CO-OP)	4,110 4.9	TODAY SHOW-8.30AM (CO-OP)	4,020 4.8	DIFF'RENT STROKES M-F	4,780 5.7	SALE OF THE CENTURY
	NBC TV									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,600 3.1		3,350 4.0	3,270 3.9	4,110 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18 3.0	3.3	21 4.1	18 3.5	21 4.2	4.8	5.1	

TV HOUSEHOLDS USING TV WK. 1	10.2	11.7	13.3	14.7	16.6	18.3	19.3	20.3	21.1	21.8	22.3	22.7	22.9	23.4	22.8	23.3
(See Def. 1) WK. 2	9.9	11.8	13.8	14.9	16.4	17.5	18.8	19.4	20.0	21.0	21.4	21.5	21.7	22.5	22.8	23.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9		3,520 4.2		4,690 5.6	4,690 5.6		9,890 11.8				8,880 10.6			
	ABC TV		TOO CLOSE-COMFORT DAYTIME		LOVING		FAMILY FEUD	RYAN'S HOPE >(SUS-OP)		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2		3,100 3.7		3,940 4.7	4,190 5.0		7,370 8.8	8.3*		9.3*	6,700 8.0	7.9*		8.0*
	SHARE OF AUDIENCE %		17		15		18	18		28	27 *		30 *	28	27 *		28 *
	AVG. AUD. BY ¼ HR. %		4.0	4.5	3.7	3.6	4.5	4.9	4.7	6.4	8.8	9.4	9.2	7.9	7.9	7.9	8.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.4		9,220 11.0			9,720 11.6				8,210 9.8				6,030 7.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)			YOUNG AND THE RESTLESS >(SUS-OP)		AS THE WORLD TURNS >(SUS-SD)						CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2		7,880 9.4			7,370 8.8	8.8*		8.8*	7.7	7.6*		7.9*	6.2	5,200 6.2
	SHARE OF AUDIENCE %		30		38			32	33 *		31 *	25	24 *		27 *	22	
	AVG. AUD. BY ¼ HR. %		6.7	7.6	9.1	9.7		8.8	9.0		8.8	7.5	7.7	8.0	7.8	6.2	6.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,790 8.1		4,860 5.8		3,690 4.4	3,520 4.2		7,210 8.6				6,200 7.4			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F	SEARCH FOR TOMORROW (M-TH)(SUS-OP)		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,780 6.9		4,110 4.9		3,020 3.6	2,770 3.3		5,450 6.5	6.2*		6.8*	4,690 5.6	5.8*		5.4*
	SHARE OF AUDIENCE %		29		20		14	12		21	20 *		22 *	19	20 *		19 *
	AVG. AUD. BY ¼ HR. %		6.9	6.9	4.9	5.0	3.4	3.8	3.4	6.0	6.4	6.7	6.9	5.9	5.6	5.6	5.4

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9		3,600 4.3		4,530 5.4	4,780 5.7		8,800 10.5				8,970 10.7			
	ABC TV		TOO CLOSE-COMFORT DAYTIME		LOVING (TU-F)(OP)		FAMILY FEUD >(SUS-OP)	RYAN'S HOPE (TU-F)>(OP)		ALL MY CHILDREN (TU-F)>(OP) (SD)				ONE LIFE TO LIVE (TU-F)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0		3,100 3.7		3,690 4.4	3,940 4.7		6,620 7.9	7.4*		8.4*	6,790 8.1	8.0*		8.1*
	SHARE OF AUDIENCE %		17		17		16	19		27	26 *		28 *	29	29 *		29 *
	AVG. AUD. BY ¼ HR. %		3.8	4.3	3.7	3.7	4.1	4.7	4.6	7.1	7.8	8.4	8.3	8.0	8.0	8.0	8.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,450 6.5		7,630 9.1			8,800 10.5		7,540 9.0						5,610 6.7	
	CBS TV		PRICE IS RIGHT 1 (TU-TH)(S)(OP)		PRICE IS RIGHT 2 (TU-TH)(S)(OP)(SD)		(SUS-OP)	YOUNG AND THE RESTLESS (TU-TH)>(S)(OP)		AS THE WORLD TURNS (TU-TH)(S)(OP)						CAPITOL (TU-TH)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8		6,620 7.9			6,620 7.9	7.9*		7.9*	6,120 7.3	7.3*		7.3*	4,940 5.9	
	SHARE OF AUDIENCE %		27		34			30	32 *		29 *	25	24 *		25 *	21	
	AVG. AUD. BY ¼ HR. %		5.5	6.1	7.5	8.3		8.3	7.7	7.6	8.3	7.2	7.3	7.5	7.2	5.9	5.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,290 7.5		4,860 5.8		3,770 4.5	3,440 4.1		7,880 9.4				6,030 7.2			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE (TU-F)(OP)		FACTS OF LIFE M-F	SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 6.5		4,190 5.0		3,020 3.6	2,770 3.3		6,120 7.3	7.1*		7.4*	4,530 5.4	5.5*		5.4*
	SHARE OF AUDIENCE %		28		23		14	12		24	24 *		24 *	18	19 *		18 *
	AVG. AUD. BY ¼ HR. %		6.3	6.6	5.0	5.0	3.5	3.8	3.1	6.9	7.3	7.5	7.4	5.6	5.5	5.4	5.3

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	23.6	24.5	24.5	25.3	26.4	27.7	27.3	28.4	29.9	30.7	30.5	30.7	29.3	29.4	28.2	28.7
	WK. 2	23.4	24.1	24.1	25.0	26.7	27.7	27.6	28.0	29.5	30.2	30.5	30.4	29.5	29.6	29.2	29.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.29-SEPT.2, 1983

		TIME																					
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,560 12.6					3,440 4.1									9,470 11.3					
	ABC TV	{		GENERAL HOSPITAL				EDGE OF NIGHT															
	AVERAGE AUDIENCE (Households (000) & %)	{		8,210 9.8	9.6*			10.1*	3.5	2,930 3.5									8,040 9.6				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		31 9.3	32 *			32 *	11	3.7	3.3									20 9.5	9.8		
	TOTAL AUDIENCE (Households (000) & %)	{		8,040 9.6					3,770 4.5									12,070 14.4					
	CBS TV	{		GUIDING LIGHT (SD)				TATTLETALES				(SUS-SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{		6,620 7.9	7.8*			7.9*	3.7	3,100 3.7									10,480 12.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 7.7	26 *			25 *	12	3.6	3.8									26 12.5	12.5		
	TOTAL AUDIENCE (Households (000) & %)	{		4,440 5.3															9,640 11.5				
	NBC TV	{		FANTASY																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		10,060 12.0					3,770 4.5									9,130 10.9					
	ABC TV	{		GENERAL HOSPITAL (TU-F)(OP)				EDGE OF NIGHT															
	AVERAGE AUDIENCE (Households (000) & %)	{		7,960 9.5	9.4*			9.7*	3.7	3,100 3.7									7,790 9.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		31 9.1	32 *			31 *	12	3.8	3.7									20 9.3	9.4		
	TOTAL AUDIENCE (Households (000) & %)	{		7,630 9.1					3,100 3.7									10,890 13.0					
	CBS TV	{		GUIDING LIGHT (TU-TH)(S)(OP) (SD)				TATTLETALES (TU-TH)(S)(OP)				(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		6,120 7.3	7.3*			7.4*	2.9	2,430 2.9									9,390 11.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		24 7.1	24 *			23 *	9	2.9	3.0									24 11.2	11.1		
	TOTAL AUDIENCE (Households (000) & %)	{		4,360 5.2															8,800 10.5				
	NBC TV	{		FANTASY >(SUS-SD)																			
TV HOUSEHOLDS USING TV	WK. 1	30.0	31.4	32.1	32.7	31.4	32.6	33.0	34.7	36.2	38.5	40.1	42.6	45.2	46.9	47.9	49.1						
	(See Def. 1)	WK. 2	30.5	31.9	32.5	33.0	31.6	32.5	33.2	34.6	35.9	37.6	39.2	40.9	43.5	46.4	47.1						
U.S. TV Households: 83,800,000																							

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.5-9, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)				2,680 3.2		4,110 4.9		5,450 6.5		5,530 6.6		5,450 6.5		7,370 8.8	
	ABC TV				SUPERFRIENDS (SD)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (SD)	
	AVERAGE AUDIENCE (Households (000) & %)				2,010 2.4		3,180 3.8		4,270 5.1		4,690 5.6		4,690 5.6		6,120 7.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				19 2.1		22 3.5		25 5.1		25 5.2		23 5.5		29 7.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		1,510 1.8		2,350 2.8		3,020 3.6		3,020 3.6		3,350 4.0		5,200 6.2		4,530 5.4	
	CBS TV		CAPTAIN KANGAROO-SAT		POPEYE/OLIVE COMEDY SHOW (SD)		PANDAMONIUM (SD)		MEATBALL & SPAGHETTI (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2		DUKES (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		750 .9		1,760 2.1		2,430 2.9		2,350 2.8		2,600 3.1		3,940 4.7		3,690 4.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		12 .8		13 .9		17 2.0		17 2.2		14 3.1		19 4.1		17 4.5	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				2,770 3.3		4,440 5.3		5,700 6.8		7,210 8.6		7,120 8.5		5,780 6.9	
	NBC TV				FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		GARY COLEMAN SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)				2,180 2.6		3,600 4.3		4,780 5.7		6,120 7.3		6,030 7.2		4,690 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				20 2.3		25 3.0		28 4.0		33 5.3		30 7.3		22 5.4	

W	TOTAL AUDIENCE (Households (000) & %)					4,020 4.8			5,610 6.7			7,120 8.5			7,290 8.7	6,960 8.3	7,540 9.0
	ABC TV					BEST OF SCOOBY DOO (SD)	RASCALS/RICHIE RICH		MONCHHICHS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES		
	AVERAGE AUDIENCE (Households (000) & %)					3,270 3.9	4,690 5.6		6,290 7.5		6,200 7.4		6,120 7.3		6,450 7.7		
	SHARE OF AUDIENCE %					28 3.5	31 4.3		34 5.0		31 6.1		28 7.3		29 7.3		
E	TOTAL AUDIENCE (Households (000) & %)	2,010 2.4					2,180 2.6	3,600 4.3		4,020 4.8		4,690 5.6		5,870 7.0		5,200 6.2	
	CBS TV	CAPTAIN KANGAROO-SAT				POPEYE/OLIVE COMEDY SHOW (SD)		PANDAMONIUM (SD)		MEATBALL & SPAGHETTI (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2		DUKES (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	1,090 1.3					1,760 2.1	2,850 3.4		3,020 3.6		3,600 4.3		4,780 5.7		4,270 5.1	
	SHARE OF AUDIENCE %	17 .7	15 1.2	15 1.3	17 1.8	15 1.9	15 2.3	19 3.2	19 3.5	17 3.7	17 3.5	18 3.8	18 4.9	20 5.7	20 5.8	20 5.4	20 4.8
K	TOTAL AUDIENCE (Households (000) & %)					3,270 3.9	4,360 5.2		5,450 6.5		5,870 7.0		6,200 7.4		4,530 5.4		
	NBC TV					FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		GARY COLEMAN SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)					2,430 2.9	3,600 4.3		4,440 5.3		5,110 6.1		5,200 6.2		3,770 4.5		
	SHARE OF AUDIENCE %					21 2.6	24 3.3		24 3.9		26 4.8		24 6.3		17 4.6		
2	TOTAL AUDIENCE (Households (000) & %)					3,270 3.9	4,360 5.2		5,450 6.5		5,870 7.0		6,200 7.4		4,530 5.4		
	NBC TV					FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		GARY COLEMAN SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)					2,430 2.9	3,600 4.3		4,440 5.3		5,110 6.1		5,200 6.2		3,770 4.5		
	SHARE OF AUDIENCE %					21 2.6	24 3.3		24 3.9		26 4.8		24 6.3		17 4.6		

TV HOUSEHOLDS USING TV WK. 1	5.8	7.5	9.2	11.1	13.3	15.0	17.1	18.6	20.3	21.3	23.0	23.5	23.9	25.0	24.9	25.2
(See Def. 1) WK. 2	5.6	7.8	9.3	12.1	14.2	16.4	17.9	20.2	21.9	23.7	23.8	24.7	26.1	26.6	26.2	26.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,700 6.8		{ 5,780 6.9		{ 4,860 5.8		{ 6,540 7.8									
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (SD)		ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY, PART 2		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,780 5.7		{ 4,860 5.8		{ 4,110 4.9		{ 3,940 4.7		{ 4.4*		{ 5.0*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 5.5		{ 22 5.8		{ 18 4.9		{ 17 4.3		{ 16*		{ 18*					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,860 5.8		{ 4,860 5.8		{ 3,770 4.5		{ 12,070 14.4									
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		BUGS BUNNY/ROAD RUNNER 4 (SD)		GILLIGAN'S PLANET (SD)		US OPEN TENNIS-SAT (12:30-6:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,940 4.7		{ 4,020 4.8		{ 2,930 3.5		{ 2,850 3.4		{ 3.2*		{ 3.6*		{ 3.7*		{ 3.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.6		{ 18 4.8		{ 13 3.5		{ 11 3.3		{ 12*		{ 13*		{ 13*		{ 12*	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,280 6.3		{ 5,110 6.1		{ 3,350 4.0		{ 4,020 4.8				{ 4,610 5.5		{ 12,490 14.9			
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (SD)		THUNDARR		FLASH GORDON						NBC SPORTS- 30-ROCK (2:00-2:17PM) (-OP)		(1) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,440 5.3		{ 4,440 5.3		{ 2,930 3.5		{ 3,350 4.0				{ 4,190 5.0		{ 5,360 6.4		{ 5.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 20 5.1		{ 20 5.4		{ 13 3.3		{ 14 3.7		{ 4.1		{ 18 4.9		{ 20 5.1		{ 18*	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 7,790 9.3		{ 7,460 8.9		{ 6,370 7.6		{ 7,290 8.7						{ 4,020 4.8			
	ABC TV	PUPPY/SOOBY DOO HOUR-1		PUPPY/SOOBY DOO HOUR-2 (SD)		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY, PART 1		AMERICAN BANDSTAND						SPORTSBEAT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,620 7.9		{ 6,200 7.4		{ 5,450 6.5		{ 4,020 4.8		{ 4.9*		{ 4.7*		{ 2,850 3.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 7.8		{ 27 7.8		{ 23 6.4		{ 16 4.7		{ 16*		{ 15*		{ 10 3.0		{ 3.8	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,110 4.9		{ 4,530 5.4		{ 16,170 19.3											
	CBS TV	BUGS BUNNY/R. RUNNER 3(B) (SD)		BUGS BUNNY/R. RUNNER 4(B) (SD)		US OPN TENNIS-SAT.1 (12:00-4:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 3.9		{ 3,690 4.4		{ 5,360 6.4		{ 5.0*		{ 5.6*		{ 6.1*		{ 7.5*		{ 7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.7		{ 16 4.1		{ 20 5.2		{ 18*		{ 19*		{ 20*		{ 24*		{ 25*	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.8		{ 4,270 5.1		{ 4,530 5.4		{ 4,110 4.9				{ 4,530 5.4		{ 12,320 14.7			
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (SD)		THUNDARR		FLASH GORDON						NBC SPORTS- 30 ROCK (2:00-2:17PM) (-OP)		(2) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.0		{ 3,690 4.4		{ 3,350 4.0		{ 3,350 4.0				{ 4,110 4.9		{ 4,940 5.9		{ 5.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 3.8		{ 16 4.2		{ 14 3.6		{ 13 4.4		{ 4.1		{ 15 4.8		{ 17 4.9		{ 18*	
TV HOUSEHOLDS USING TV WK. 1		25.8	26.8	27.3	27.4	26.9	27.6	26.8	27.5	27.6	28.5	28.6	28.6	27.9	29.1	30.3	30.7
(See Def. 1) WK. 2		26.6	27.5	27.6	27.6	28.0	29.4	29.5	31.0	31.0	30.9	31.6	32.0	32.2	32.6	33.1	33.0

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE BASEBALL, CHICAGO WHITE SOX VS BOSTON/PITTSBURGH VS ATLANTA, NBC, MULTISEG TELECAST

(2) NBC MAJOR LEAGUE BASEBALL, KANSAS CITY VS MINNESOTA/ST. LOUIS VS CHICAGO CUBS, NBC, MULTISEG TELECAST

For explanation of symbols, See page A.

DAY SAT. SEPT. 10, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							3,440 4.1		11,980 14.3							
	ABC TV								SPORTSBEAT		ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{							2,510 3.0		5,530 6.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							9 2.9		18 6.1		6.1* 18 *		7.1* 20 *		6.6* 17 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															7,460 8.9	
	CBS TV								JS OPEN TENNIS-SAT (12:30-6:00PM)								CBS SAT NEWS SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{															6,370 7.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%															19 7.5	7.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															7,290 8.7	
	NBC TV								NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS BOSTON PITTSBURGH VS ATLANTA MULTI-SEGMENT TELECAST								NBC NIGHTLY NEWS SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{															5,350 7.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%															14 6.8	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															18,100 21.6	
	ABC TV																	6,960 8.3 (1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{																6,370 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																19 7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															12,490 14.9	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															9,890 11.8	
	NBC TV																	NBC NIGHTLY NEWS SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{															8,380 10.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%															24 9.5	10.4
TV HOUSEHOLDS USING TV		WK. 1	30.2	30.7	31.6	31.8	32.2	32.3	32.2	33.7	35.3	35.8	36.1	37.1	38.2	39.3	40.0	41.2
(See Def. 1)		WK. 2	32.9	33.7	34.8	35.3	35.6	36.3	37.0	38.0	38.6	38.6	38.1	38.7	41.0	41.8	42.7	43.5

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL POST, ABC, (6:46-6:59PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 10, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		%															
	AVG. AUD. BY ¼ HR.		%															
	TOTAL AUDIENCE (Households (000) & %)		{									5,950 7.1						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{															
	CBS TV			LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)			SUNDAY MORNING			FOR OUR TIMES (SUS)						
	AVERAGE AUDIENCE (Households (000) & %)		{								3,020 3.6							
	SHARE OF AUDIENCE		%								19	3.3*		3.6*			3.8*	
	AVG. AUD. BY ¼ HR.		%								3.1	3.6	3.7	3.5	3.7		3.8	
	TOTAL AUDIENCE (Households (000) & %)		{															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		%															
	AVG. AUD. BY ¼ HR.		%															
	TOTAL AUDIENCE (Households (000) & %)		{															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		%															
	AVG. AUD. BY ¼ HR.		%															
	TOTAL AUDIENCE (Households (000) & %)		{															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{															
	CBS TV			LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)			SUNDAY MORNING									
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		%															
	AVG. AUD. BY ¼ HR.		%															
	TOTAL AUDIENCE (Households (000) & %)		{															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		%															
	AVG. AUD. BY ¼ HR.		%															
	TOTAL AUDIENCE (Households (000) & %)		{															
TV HOUSEHOLDS USING TV																		
(See Def. 1)																		
WK. 1		5.0	5.7	6.3	7.4	8.5	10.3	12.6	14.5	16.4	18.0	18.6	20.2	21.5	22.8	23.3	23.8	
WK. 2		4.8	5.9	7.5	9.1	10.5	12.3	14.1	15.9	18.0	19.5	20.1	22.3	24.1	26.0	26.4	26.7	

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,700 6.8													
	ABC TV			THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.1		4.0*		4.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 3.9		15* 4.0		16* 4.2		16* 4.4							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,510 3.0				7,040 19,610 8.4 23.4									
	CBS TV			FACE THE NATION				CBS NFL TODAY (12:30-12:59PM) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)			2,010 2.4				5,530 9,220 6.6 11.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			9 2.2		2.5		24 32 6.1 8.2				9.5* 31*		11.7* 35*		11.2* 32*	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,510 3.0		3,770 12,990 4.5 15.5									
	NBC TV					MEET THE PRESS		(1) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)			2,100 2.5				2,600 5,450 3.1 6.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.5		2.4		11 19 3.2 3.2				5.1* 17*		6.1* 18*		6.6* 19*	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,360 6.4													
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			3,270 3.9		4.1*		3.7*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 4.1		14* 4.2		13* 4.0		13* 3.4							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			3,600 4.3				7,960 24,720 9.5 29.5									
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)			2,770 3.3				5,870 11,560 7.0 13.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.2		3.3		23 36 6.7 7.4				11.3* 33*		13.6* 36*		14.5* 38*	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					3,020 3.6		5,530 15,000 6.6 17.9									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			2,260 2.7				3,850 7,040 4.6 8.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.8		2.6		15 22 3.9 5.3				6.8* 20*		8.3* 22*		8.1* 21*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.8	25.6	26.1	26.4	26.5	27.7	27.9	28.4	29.9	31.7	33.0	34.5	34.0	34.6	34.8
		WK. 2	27.0	27.1	27.9	28.8	29.1	30.1	32.1	34.2	36.5	38.4	39.8	40.3	40.8	40.8	41.5

U.S. TV Households: 83,800,000
(1) NFL '83-NBC, (12:30-12:59PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 11, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 4, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)																4,360 5.2				7,120 8.5		
	ABC TV																U.S. AMATEUR GOLF CHAMP.			ABC WRLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)																2,180 2.6	2.8*		2.4*	2.4*	5,700 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7 3.1	8 *	2.4	7 *	6 *	17 6.6	7.0
	TOTAL AUDIENCE (Households (000) & %)																12,230 14.6						(SD)
	CBS TV																CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)			US OPEN TENNIS-SUN MULTI-SEGMENT TELECAST (OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)																4,530 5.4	4.7*		5.3*	5.9*	5.5*	5.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11.8* 33 *	11.7* 32 *	4.9	15 *	16 *	14 *	13 *
	TOTAL AUDIENCE (Households (000) & %)																23,050 27.5						
	NBC TV																NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)			NFL FOOTBALL GAME 2-NBC NEW YORK JETS VS SAN DIEGO SEATTLE VS KANSAS CITY MULTI-SEGMENT TELECAST(OP)			
	AVERAGE AUDIENCE (Households (000) & %)																10,480 12.5	7.3*	11.0*	13.0*	13.2*	13.1*	14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.2* 20 *	7.1* 20 *	11.4	36 *	36 *	33 *	35 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	7,880 9.4						
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN						
	AVERAGE AUDIENCE (Households (000) & %)																	6,200 7.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	16 7.0	7.8					
	TOTAL AUDIENCE (Households (000) & %)																	18,520 22.1						
	CBS TV																	US OPN TENNIS-SUN. MULTI-SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)																	7,040 8.4	7.3*	7.4*	8.0*	8.2*	7.6*	8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	14.1* 36 *	15.2* 37 *	18 18 *	17 *	18 *	19 *	16 *
	TOTAL AUDIENCE (Households (000) & %)																	25,390 30.3						
	NBC TV																	NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)																	11,150 13.3	9.8*	12.9*	13.4*	13.4*	14.4*	15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	9.0* 23 *	9.1* 22 *	13.0	30 *	31 *	31 *	30 *
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	35.6	36.5	36.9	36.9	37.1	36.1	35.7	36.1	36.3	37.2	37.8	38.2	39.8	41.2	43.4	43.7							
	WK. 2	41.5	41.2	43.1	43.4	42.2	41.8	42.9	42.8	43.3	42.7	42.2	43.1	45.6	47.3	48.9	49.1							

TV HOUSEHOLDS USING TV WK. 1	35.6	36.5	36.9	36.9	37.1	36.1	35.7	36.1	36.3	37.2	37.8	38.2	39.8	41.2	43.4	43.7
(See Def. 1) WK. 2	41.5	41.2	43.1	43.4	42.2	41.8	42.9	42.8	43.3	42.7	42.2	43.1	45.6	47.3	48.9	49.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 11, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.20AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								34,190 40.8	18,350 21.9	39		21.6 21.2 20.3 20.4 18.2 14.3		
CBS SQUARE PEGS	2	8.23- 8.53PM	+GRID 8.45								13,830 16.5	10,810 12.9	22		13.9		
CBS PRIVATE BENJAMIN	2	8.53- 9.23PM	+GRID 9.15								16,260 19.4	12,990 15.5	24		16.0		
CBS M*A*S*H	2	9.23- 9.53PM	+GRID 9.45								14,580 17.4	12,400 14.8	23		15.1		
CBS NEWHART	2	9.53-10.23PM	+GRID 10.15								14,750 17.6	12,490 14.9	24		15.8		
CBS CAGNEY & LACEY	2	10.23-11.23PM	+GRID 11.00 11.15								17,260 20.6	12,230 14.6	27		15.3 14.0		
NBC LITTLE HOUSE BEGINNING-SP(S)	2	8.25-10.25PM	+GRID 10.15								17,850 21.3	9,550 11.4	18		12.0		
														12.7* 20*			

NBC QUINCY, M.E. SPECIAL(S)	2	10.25-11.25PM	+GRID 11.00 11.15							13,070	15.6	9,300	11.1	20	11.9
													11.8*	23*	11.7
EVENING TUESDAY															
CBS MISS TEEN USA(S)	1	9.00-11.03PM	+GRID 11.00	22,040	26.3	13,320	15.9	26	16.4						
NBC NBC MAJOR LGE. BSBL-TUE(S)	2	8.00-11.01PM	+GRID 11.00							20,110	24.0	8,720	10.4	18	9.3
EVENING WEDNESDAY															
CBS NEWSBREAK-WED(B)	2	8.58- 8.59PM	8.45							5,200	6.2	5,200	6.2	11	6.2
EVENING THURSDAY															
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.30-11.48PM	+GRID 11.00 11.15 11.30 11.45							28,070	33.5	12,070	14.4	26	12.5
													12.1*	24*	11.8
														11.2	
													10.8*	26*	8.8
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45							11,060	13.2	11,060	13.2	21	13.2
EVENING SATURDAY															
ABC ABC SPORTS UPDATE-SAT	1	8.33- 8.35PM	8.30	8,460	10.1	8,300	9.9	21	9.9						
ABC ABC NEWSBRIEF-SAT.	1	8.58- 8.59PM	8.45	9,550	11.4	9,550	11.4	24	11.4						
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45							11,400	13.6	11,400	13.6	25	13.6
ABC NCAA FOOTBALL SPECIAL(S)	1	9.00-12.22AM	+GRID 12.15	20,110	24.0	8,460	10.1	22	7.3						
							9.2*	25*							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE				TOTAL AUDIENCE		AVERAGE AUDIENCE			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY-CONT'D															
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45							13,830	16.5	13,830	16.5	29	
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	5,700	6.8	5,450	6.5	13	6.5	6,790	8.1	6,370	7.6	14	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	3,300	9.9	3,300	9.9	20	9.9	6,960	8.3	6,960	8.3	15	
NBC NBC NEWS DIGEST-2-SAT.	2	9.57- 9.58PM	9.45							8,970	10.7	8,970	10.7	19	
EVENING SUNDAY															
ABC ABC SPORTS UPDATE-SUN	1	8.27- 8.28PM	8.15	8,300	9.9	8,300	9.9	20	9.9	10,980	13.1	10,730	12.8	21	
	2	8.55- 8.57PM	8.45												
ABC ABC NEWSBRIEF-SUN.	1	9.48- 9.50PM	9.45	9,050	10.8	8,880	10.6	21	10.6	13,910	16.6	13,910	16.6	27	
	2	9.54- 9.55PM	9.45												
ABC CHALLENGER-LANDING III(S)	1	3.30- 3.57AM	3.30	1,420	1.7	1,260	1.5	16	1.5						
			3.45						1.4						
CBS US OPN TENNIS-SUN.(S)	2	4.09- 7.29PM	-GRID							21,030	25.1	7,960	9.5	21	
			7.30											13.1	
CBS 60 MINUTES	2	7.32- 8.32PM	-GRID							20,360	24.3	12,230	14.6	27	
			8.30											13.4	
CBS ALICE	2	8.32- 9.02PM	-GRID							12,920	15.3	11,150	13.3	22	
			9.00											15.0	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	9,470	11.3	9,470	11.3	22	11.3						
CBS ONE DAY AT A TIME	2	9.02- 9.32PM	-GRID							16,260	19.4	14,250	17.0	27	
			9.30											17.4	
CBS JEFFERSONS	2	9.32-10.02PM	-GRID							17,100	20.4	14,750	17.6	28	
			10.00											16.7	
CBS NEWSBREAK-SUN.	2	9.30- 9.31PM	9.30							13,660	16.3	13,660	16.3	26	
CBS GOODNIGHT, BEANTOWN	2	10.02-10.32PM	-GRID							14,160	16.9	12,570	15.0	25	
			10.30											14.4	
CBS UNITED WAY(SUS)	2	11.26-11.32PM	11.15												
CBS CBS NEWS SPEC.RPT- 3.36AM(SUS)	1	3.36- 3.44AM	3.30												
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 7.09PM	-GRID	23,050	27.5	10,480	12.5	33		25,390	30.3	11,150	13.3	29	
	2	4.00- 7.11PM	-GRID									13.7*	27*	14.3	
			7.00											1.9	
			7.15						10.7						
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	9,390	11.2	9,390	11.2	22	11.2	11,310	13.5	11,310	13.5	22	
NBC NBC NEWS DIGEST-2-SUN.	1	9.53- 9.54PM	9.45	9,720	11.6	9,720	11.6	22	11.6						
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F	2	>	8.15							10,980	13.1	11,230	13.4	24	
	1	>	8.45	10,220	12.2	9,890	11.8	20	10.9					10.8	
			9.45						12.3					14.6	
			10.00						M-F					MON.	
ABC ABC NEWS:NIGHTLINE		>	11.30	7,540	9.0	4,440	5.3	17	6.8	6,620	7.9	4,690	5.6	18	
			11.45						5.6				6.5*	18*	
			12.00						4.8					6.1	
			12.15						4.2					5.2	
			12.30						3.0					4.7	
									MTUWF					3.8	
														W & F	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.30-12.50AM	12.30	5,780	6.9	5,280	6.3	28	6.5	THU.		3,770	4.5	2,770	3.3	17	3.7	THU.	
	2	12.30- 1.18AM	12.30													3.5*	17*	3.2	THU.
			12.45						5.8	THU.								3.0	THU.
			1.00													2.9*	17*	2.6	THU.
			1.15															4.5	TUE.
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.30-12.47AM	12.30									4,610	5.5	4,270	5.1	23	5.2	TUE.	
			12.45															4.1	MON.
ABC ABC NEWS:NIGHTLINE-MON(B)	2	12.50- 1.30AM	12.45									4,530	5.4	3,350	4.0	22	4.8	MON.	
			1.00													3.7*	21*	3.3	MON.
			1.15																
ABC CHALLENGER-LAUNCH III(S)	1	2.00- 2.46AM	2.00	3,690	4.4	2,180	2.6	18	3.0	MON.									
			2.15				2.9*	19*	2.7	MON.									
			2.30						2.3	MON.									
			2.45				2.2*	17*	1.5	MON.									
CBS NEWSBREAK-M-F		>	8.45	9,300	11.1	8,800	10.5	18	11.0	M-F		11,060	13.2	11,150	13.3	23	12.7	MTUTHF	
			9.15														14.3	MON.	
CBS CBS NEWS SPCL REPORT-THU(S)	1	11.30-12.00MD	11.30	8,720	10.4	6,790	8.1	21	8.8	THU.									
			11.45						7.4	THU.									
CBS LATE MOVIE I	1	>	11.30	5,030	6.0	3,180	3.8	17	6.1	M-F									
			11.45				6.2*	18*	6.4	MON.									

			12.00						4.1	MTUWF									
			12.15				4.1*	15*	4.2	MTUWF									
			12.30						3.9	M-F									
			12.45				3.7*	18*	3.5	M-F									
			1.00						3.4	TU-F									
			1.15				3.1*	19*	2.8	TU-F									
			1.30				2.3*	19*	2.3	THU.									
	1	VARIOUS TIMES (SUS)																	
CBS US OPEN HIGHLIGHTS TNS-FR(S)	1	11.30-12.00MD	11.30	5,280	6.3	4,190	5.0	13	5.5	FRI.									
			11.45						4.5	FRI.									
CBS US OPEN HIGHLIGHTS TNS-TU(S)	1	11.33-12.04AM	11.30	4,610	5.5	3,440	4.1	13	4.9	TUE.									
			11.45						3.6	TUE.									
			12.00						3.7	TUE.									
CBS US OPEN HIGHLIGHTS TNS-WED(S)	1	11.30-12.00MD	11.30	5,360	6.4	4,110	4.9	15	5.5	WED.									
			11.45						4.4	WED.									
CBS US OPN HILITES-TEN-FRI(S)	2	11.30-12.00MD	11.30									5,200	6.2	3,940	4.7	12	5.4	FRI.	
			11.45														4.0	FRI.	
CBS US OPN HILITES-TEN-THU(S)	2	11.30-12.00MD	11.30									6,200	7.4	5,110	6.1	18	6.4	THU.	
			11.45														5.7	THU.	
CBS US OPN HILITES-TEN-TUE(S)	2	11.30-12.00MD	11.30									5,610	6.7	4,440	5.3	15	6.0	TUE.	
			11.45														4.6	TUE.	
CBS US OPN HILITES-TEN-WED(S)	2	11.30-12.04AM	11.30									5,450	6.5	4,020	4.8	15	5.3	WED.	
			11.45														4.5	WED.	
			12.00														4.3	WED.	
CBS US OPN HILITES-TEN-MON(S)	2	11.53-12.23AM	11.45									4,530	5.4	3,440	4.1	12	5.3	MON.	
			12.00														4.0	MON.	

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS US OPN HILITES-TEN-MON.(S)-CONT'D																	
CBS LATE MOVIE I	2	>	12.15								4,860	5.8	3,100	3.7	17	3.2	MON.
			12.00													4.0	M-F
			12.15													3.6	M-F
			12.30													3.8	M-F
			12.45													3.7*	M-F
			1.00													3.7*	M-F
			1.15													3.6	M-F
			1.30													3.5*	M-F
			VARIOUS TIMES (SUS)													2.5	MON.
CBS US OPEN HIGHLIGHTS TNS-TH(S)	1	12.00-12.30AM	12.00	3,690	4.4	3,020	3.6	12	4.1	THU.							
			12.15						3.1	THU.							
CBS LATE MOVIE II	1	>	12.30	3,180	3.8	2,600	3.1	24	4.8	M-F							
			12.45						4.5*	MON.							
	2	>	1.00						4.1	MTUWF	3,100	3.7	2,510	3.0	23	3.7	M-F
			1.15						3.6	MTUWF						3.5	TU-F
			1.30						3.4	M-F						3.1	M-F
			1.45						2.9*	M-F						2.8	M-F
			2.00						2.2	TUTHF						2.2	M & W
			2.15						1.7*	TUTHF						2.3	M & W
			VARIOUS TIMES (SUS)						1.5							2.4*	25*
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,090	1.3	1,010	1.2	13	1.3	M-WSU	1,010	1.2	840	1.0	12	1.1	M-THSU
			2.15						1.1	M-WSU						1.0	M-THSU
			2.30													1.2	WED.
CBS CBS NEWS NIGHTWATCH-2		2.30-6.00AM	GRID	2,010	2.4	840	1.0	20		M-THSU	2,260	2.7	920	1.1	23		M-THSU
			2.30						1.0	M-THSU						1.2	M-THSU
			2.45						1.1	M-THSU						1.2*	18*
			3.00						1.2	M-THSU						1.1	M-THSU
			3.15						1.1	M-THSU						1.2	M-THSU
			3.30						1.1	M-THSU						1.1*	21*
			3.45						1.1	M-THSU						1.1	M-THSU
			4.00						1.0	M-THSU						1.2	M-THSU
			4.15						1.0	M-THSU						1.1*	24*
			4.30						1.0	M-THSU						1.2	M-THSU
			4.45						.9	M-THSU						1.1*	26*
			5.30						.9	M-THSU						1.1	M-THSU
			5.45						.7	M-THSU						1.1*	28*
									.7	M-THSU						1.1	M-THSU
CBS CBS NEWS SPECIAL RPT(SUS)	1	2.30-2.48AM	2.30							MON.						1.1*	28*
NBC NBC NEWS DIGEST-M-F		>	8.45	8,880	10.6	8,880	10.6	18	11.8	M-F	7,880	9.4	7,880	9.4	16	11.6	MWTHF
			9.00						8.7	TH&F						4.5	FRI.
			9.30													9.8	MON.
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	9,640	11.5	9,640	11.5	20	11.5	TU & F							
NBC NBC NEWS SPECIAL RPT-FRI(SUS)	1	11.30-11.50PM	11.30							FRI.							
NBC NBC NEWS SPECIAL RPT-THU(SUS)	1	11.30-11.50PM	11.30							THU.							
NBC TONIGHT SHOW		>	11.30	9,050	10.8	5,450	6.5	22	7.9	M-F	8,300	9.9	4,940	5.9	19	7.6	M-F
			11.45						7.2	M-F						6.5	M-F
			12.00						6.5	M-F						5.8	M-F
CONT'D																	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D			12.15			6.0*	21*	5.5	M-F			5.4*	19*	4.9	M-F
NBC TONIGHT SHOW-CONT'D			12.30					5.6	TH&F					4.3	M & TU
			12.45			5.4*	22*	4.7	TH&F			3.3*	15*	2.8	M & TU
NBC DAVID LETTERMAN I		>	12.30	3,180	3.8	2,600	3.1	3.3	M-TH	2,260	2.7	1,840	2.2	2.7	M-TH
			12.45					2.9	M-TH					2.1	M-TH
			1.00					3.1	THU.					1.6	M & TU
			1.15					3.0	THU.					1.4	M & TU
NBC FRIDAY NIGHT VIDEOS	2	12.30- 2.00AM	12.30					5.0	FRI.	5,360	6.4	2,770	3.3	3.9	FRI.
	1	12.50- 2.20AM	12.45	6,120	7.3	3,520	4.2	4.6	FRI.			3.6*	14*	3.4	FRI.
			1.00					4.2	FRI.					3.6	FRI.
			1.15			4.4*	22*	4.2	FRI.			3.4*	16*	3.3	FRI.
			1.30					4.2	FRI.					2.9	FRI.
			1.45			4.2*	26*	4.1	FRI.			2.7*	16*	2.5	FRI.
			2.00					3.7	FRI.						
			2.15			3.6*	28*	3.3	FRI.						
NBC DAVID LETTERMAN II		>	1.00	2,510	3.0	2,010	2.4	2.5	M-TH	1,680	2.0	1,420	1.7	2.0	M-TH
			1.15					2.3	M-TH					1.8	M-TH
			1.30					2.8	THU.					1.3	M & TU
			1.45					2.8	THU.					1.0	M & TU
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	2,010	2.4	1,340	1.6	1.5	M-F	1,420	1.7	1,090	1.3	1.5	M-F

			1.45			1.6*	15*	1.7	M-TH			1.5*	13*	1.3	M-TH
			2.00					1.6	M-F					1.3	M-F
			2.15			1.6*	17*	1.6	M-F			1.3*	13*	1.3	M-F
			2.30					1.6	MTHF			1.0*	12*	1.0	M & F
			2.45			1.6*	17*	1.6	MTHF						
			3.00			1.8*	23*	1.8	FRI.						
		VARIOUS TIMES (SUS)													
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00						M-F						M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15						M-F						M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,260	1.5	1,170	1.4	1.4	M-F	1,170	1.4	1,090	1.3	1.3	M-F
ABC GOOD MRN AMERICA-7.00A(SUS)	2	7.00- 7.30AM	7.00												M-F
ABC GOOD MRN AMERICA-7.00A(B)(SUS)	2	7.00- 7.30AM	7.00												MON.
ABC GOOD MRN AMERICA-8.00A(B)(SUS)	2	7.00- 7.30AM	7.00												MON.
ABC GOOD MORN, AMER-730(B)	2	7.30- 8.00AM	7.30							2,510	3.0	2,100	2.5	2.2	MON.
			7.45											2.8	MON.
ABC GOOD MORN,AMER-MON-830(B)	2	8.30- 9.00AM	8.30							3,770	4.5	3,020	3.6	3.4	MON.
			8.45											3.8	MON.
ABC ABC SPECIAL REPORT-10.45A(SUS)	1	10.45-11.13AM	10.45						THU.						
ABC LOVING-MON(B)	2	11.30-12.00NN	11.30							4,190	5.0	3,690	4.4	4.5	MON.
			11.45											4.4	MON.
ABC ABC SPECIAL REPORT-12.22P(SUS)	2	12.22-12.33PM	12.15												TUE.
ABC ABC SPECIAL REPORT-12.35A(SUS)	1	12.35-12.52PM	12.30						FRI.						
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30							5,870	7.0	4,610	5.5	5.3	MON.
CONT'D															

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				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D			12.45													5.6 MON.	
ABC RYAN'S HOPE-MON(B)-CONT'D			1.00													7.1 MON.	
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.15								8,880	10.6	6,370	7.6 21	7.4* 21*	7.7 MON.	
			1.30													7.7 MON.	
			1.45													8.0 MON.	
ABC ABC DAY NEWSBRIEF-MON(B)	2	1.57- 1.59PM	1.45								6,700	8.0	6,290	7.5 20	7.9* 21*	7.5 MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	7,040	8.4	6,790	8.1	26	8.1	M-F							
	2	1.57- 1.59PM	1.45								6,290	7.5	6,120	7.3 25	7.2 20	7.3 TU-F	
ABC ONE LIFE TO LIVE-MON(B)	2	2.00- 3.00PM	2.00								7,790	9.3	6,030	7.2 20	7.3* 20*	7.2 MON.	
			2.15													7.4 MON.	
			2.30													7.1 MON.	
			2.45													7.3 MON.	
ABC GENERAL HOSPITAL-MON(B)	2	3.00- 4.00PM	3.00													7.2* 20*	
			3.15								9,050	10.8	6,620	7.9 22	8.1* 23*	8.1 MON.	
			3.30													8.0 MON.	
			3.45													8.0 MON.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	19	1.1	M-F	1,590	1.9	1,260	1.5 20	7.8* 21*	7.6 MON.	
			6.45						1.6	M-F						1.4 TU-F	
CBS CBS ERLY MORN.NEWS-MON(B)	2	6.30- 7.00AM	6.30								500	.6	420	.5 9		1.6 TU-F	
																.5 MON.	

CBS CBS MORNING NEWS 1-MON(B)	2	7.30- 8.00AM	6.45 7.30 7.45														.6 MON. 1.5 MON. 1.9 MON.
CBS CBS MORNING NEWS 2-MON(B)	2	8.30- 9.00AM	8.30 8.45								1,840	2.2	1,420	1.7	12		3.1 MON. 3.7 MON.
CBS \$25,000 PYRAMID-MON(B)	2	10.00-10.30AM	10.00 10.15								4,690	5.6	4,110	4.9	16		4.9 MON. 5.0 MON.
CBS CBS NEWS SPEC.RPT-10.36AM(SUS)	1	10.36-10.42AM	10.30							THU.							
CBS CHILD'S PLAY-MON(B)	2	10.30-11.00AM	10.30 10.45								4,530	5.4	3,770	4.5	14		4.4 MON. 4.5 MON.
CBS CBS NEWS SPEC.RPT-10.45AM(SUS)	1	10.45-11.03AM	10.45							THU.							
CBS PRICE IS RIGHT 1MON(B)	2	11.00-11.30AM	11.00 11.15								5,280	6.3	4,440	5.3	16		5.0 MON. 5.6 MON.
CBS US OPN TENNIS-FRI.11:00AM(S)	2	11.00-12.30PM	11.00 11.15 11.30 11.45 12.00 12.15								5,870	7.0	2,430	2.9 2.6*	14 13*		3.1 FRI. 2.1 FRI. 2.3 FRI. 3.0 FRI. 3.6 FRI. 3.3 FRI.
CBS PRICE IS RIGHT 2-MON(B)	2	11.30-12.00NN	11.30 11.45								6,620	7.9	5,530	6.6	20		6.6 MON. 6.6 MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,700	8.0	6,450	7.7	31	7.7	M-F	5,870	7.0	5,700	6.8	29		6.8 TU-TH
CBS NEWSBREAK-11.57-MON(B)	2	11.57-11.59AM	11.45								5,110	6.1	4,860	5.8	17		5.8 MON.
CBS CBS NEWS SPEC. REPORT(SUS)	2	12.14-12.39PM	12.00														TUE.
CBS CBS NEWS SPEC.RPT-12.35PM(SUS)	1	12.35-12.49PM	12.30							FRI.							

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			
DAY MONDAY-FRIDAY-CONT'D			12.30									12,820	15.3	3,770	4.5	12	4.3	MON.
CBS US OPN TENNIS-MON.(S)	2	12.30- 6.00PM	12.45												3.9*	11*	3.4	MON.
			1.00														3.6	MON.
			1.15												3.6*	10*	3.5	MON.
			1.30														4.1	MON.
			1.45												4.1*	11*	4.1	MON.
			2.00														4.3	MON.
			2.15												4.5*	12*	4.7	MON.
			2.30														4.6	MON.
			2.45												4.8*	13*	4.9	MON.
			3.00														4.4	MON.
			3.15												4.3*	12*	4.1	MON.
			3.30														4.0	MON.
			3.45												4.1*	11*	4.1	MON.
			4.00														4.9	MON.
			4.15												5.2*	14*	5.5	MON.
			4.30														5.4	MON.
			4.45												5.5*	14*	5.5	MON.
			5.00														5.2	MON.
			5.15												4.8*	12*	4.5	MON.
			5.30														4.3	MON.
			5.45												4.4*	11*	4.5	MON.

CBS CBS NEWS SPEC.RPT- 1.03PM(SUS)	1	1.03- 1.17PM	1.00							THU.							
CBS US OPN TENNIS-FRI. 1:00PM(S)	2	1.00- 5.00PM	1.00								10,810	12.9	3,020	3.6	13	4.5	FRI.
			1.15											4.3*	16*	4.2	FRI.
			1.30													4.3	FRI.
			1.45											4.0*	15*	3.8	FRI.
			2.00													3.9	FRI.
			2.15											3.7*	15*	3.6	FRI.
			2.30													3.4	FRI.
			2.45											3.5*	13*	3.6	FRI.
			3.00													3.7	FRI.
			3.15											3.7*	13*	3.7	FRI.
			3.30													3.4	FRI.
			3.45											3.3*	11*	3.3	FRI.
			4.00													3.2	FRI.
			4.15											3.0*	10*	2.8	FRI.
			4.30													2.9	FRI.
			4.45											3.1*	10*	3.2	FRI.
CBS CBS NEWS SPEC.RPT- 1.43PM(SUS)	1	1.43- 1.49PM	1.30							FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,610	6.7	5,360	6.4	20	6.4	M-F	5,030	6.0	4,690	5.6	18	5.6	TU-TH
CBS CBS NEWS SPEC.RPT- 5.33PM(SUS)	1	5.33- 5.38PM	5.30							THU.							
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,510	1.8	1,090	1.3	14	1.2	M-F	1,510	1.8	1,090	1.3	13	1.0	TU-F
			6.45						1.5	M-F						1.6	TU-F
NBC NBC NEWS AT SUNRISE(B)	2	6.30- 7.00AM	6.30								840	1.0	670	.8	13	.5	MON.
			6.45													1.0	MON.
NBC TODAY SHOW-7.30AM(B)	2	7.30- 8.00AM	7.30								2,180	2.6	1,760	2.1	15	2.1	MON.
			7.45													2.1	MON.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC TODAY SHOW-8.30AM(B)	2	8.30- 9.00AM	8.30 8.45														
NBC SPECIAL REPORT-NBC(SUS)	1	10.45-11.00AM	10.45							THU.							
NBC DREAM HOUSE(B)	2	11.30-12.00NN	11.30 11.45														
NBC NBC SPECIAL REPORT(SUS)	1	12.30- 1.00PM	12.30							FRI.							
	2	3.00- 3.10PM	3.00														TUE.
DAY SATURDAY																	
ABC MENU-8.25AM	2	8.25- 8.29AM	8.15														
ABC SCHOOLHOUSE ROCK-8.25AM	1	8.25- 8.29AM	8.15	2,600	3.1	2,180	2.6	19	2.6								
ABC MENU-10.25AM	2	10.25-10.29AM	10.15														
ABC SCHOOLHOUSE ROCK-10.55AM	1	10.55-10.59AM	10.45	6,030	7.2	5,110	6.1	24	6.1								
ABC SCHOOLHOUSE ROCK-11.55AM	1	11.55-11.59AM	11.45	5,280	6.3	4,780	5.7	21	5.7								
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45														
ABC NCAA FOOTBALL GAME	2	3.13- 6.43PM	-GRID 6.45														
ABC NCAA FOOTBALL PRE	2	3.00- 3.13PM	-GRID														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,100	2.5	1,840	2.2	16	2.2								
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,850	3.4	2,680	3.2	18	3.2								
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,260	2.7	2,010	2.4	12	2.4								
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,270	3.9	3,020	3.6	16	3.6								
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,360	5.2	3,690	4.4	17	4.4								
CBS IN THE NEWS-11.26AM	1	11.26-11.29AM	11.15	3,850	4.6	3,690	4.4	16	4.4								
CBS IN THE NEWS-11.26AM(B)	2	11.26-11.29AM	11.15														
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	4,020	4.8	3,520	4.2	16	4.2								
CBS IN THE NEWS-11.56AM(B)	2	11.56-11.59AM	11.45														
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,930	3.5	2,680	3.2	12	3.2								
NBC ASK NBC NEWS-8.28AM		8.28- 8.30AM	8.15	3,020	3.6	2,770	3.3	24	3.3								
NBC ASK NBC NEWS-8.58AM		8.58- 9.00AM	8.45	4,020	4.8	3,850	4.6	25	4.6								
NBC ASK NBC NEWS-10.28AM		10.28-10.30AM	10.15	5,360	6.4	5,110	6.1	24	6.1								
NBC ASK NBC NEWS-10.58AM		10.58-11.00AM	10.45	4,780	5.7	4,610	5.5	22	5.5								
NBC ASK NBC NEWS-11.58AM		11.58-12.00NN	11.45	4,270	5.1	4,110	4.9	18	4.9								
NBC NBC SPORTS-30 ROCK		2.00- 2.17PM	-GRID 2.15	4,610	5.5	4,190	5.0	18									
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL TODAY	1	12.30-12.59PM	-GRID 12.45	7,040	8.4	5,530	6.6	24									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SUNDAY-CONT'D															
CBS CBS NFL FOOTBALL GAME 1	1	12.59- 4.20PM	→GRID	19,610	23.4	9,220	11.0	32		24,720	29.5	11,560	13.8	36	
	2	1.00- 4.12PM	→GRID										14.8*	36*	14.5
			4.00					10.5							3.8
			4.15					4.5							
			4.30					<<							
								5.4							
CBS CBS NFL FOOTBALL-POST	1	6.52- 7.00PM	6.45	6,540	7.8	4,530	5.4	13							
NBC NFL '83-NBC	1	12.30-12.59PM	→GRID	3,770	4.5	2,600	3.1	11							
			12.45						3.1						
NBC NFL FOOTBALL GAME 1-NBC	1	12.59- 4.15PM	→GRID	12,990	15.5	5,450	6.5	19		15,000	17.9	7,040	8.4	22	<<
	2	1.00- 3.56PM	→GRID												<<
			4.00					7.3*	20*						<<
			4.15						4.7						
			4.30												
NBC NFL FOOTBALL POST-NBC	2	3.51- 4.00PM	3.45							6,290	7.5	4,610	5.5	13	5.5